



United States  
Department of  
Agriculture

National Institute  
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# Growing Roots: Deepening Support for Diverse New Farmers and Ranchers in California

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Beginning Farmer and Rancher Development  
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# Partners/Collaborators

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- Jenna Segal, UC Berkeley, (Project Manager)
- Agricultural Learning Hub partners: Puentes, ALBA, NRCS-Modesto, Soil Born Farms, Center for Land Based Learning, MESA, Co-Co-San, UC Gill Tract, Martial Cottle Park.



# Project Audience

- Beginning urban, peri-urban and rural farmers and ranchers (aspiring, first 10 years)
- 10 counties (5 regions) within central California
- Latino, Southeast Asian, African American, other minority, low income populations.
- Small, diversified, urban and rural farms, tree & vegetable crops, livestock production, and rangeland management.
- 8+ Agricultural Learning Hubs



# Key Approach(es)

- Farmer-identified educational topics (building on previous work, deepening support)
- Culturally/linguistically appropriate educational materials and training modules
- Workshops, field courses, mentoring, technical assistance (1:1 support)
- Strengthen “agricultural learning hubs” through farmer training and establishment of a network of agricultural learning hubs for shared learning.
- Promote Farmer-to-farmer networking



# Overall Target Outcome

- 1,910 participants; 118 workshops; 1:1 or small group TA to at least 20% of all attendees.
- 75% will have increased knowledge; 1/3 will adopt practices learned (ecological production, rangeland management, pastured poultry, business planning, marketing, value added processing, food safety)
- 340 unique farmers/ranchers will have enhanced productivity, ecological sustainability and economic viability of their farms.
- 20 aspiring farmers/ranchers will have entered into land leases & begun farming/ranching for the first time
- 80% participants will be Latino, Southeast Asian, women, African American and other minority farmers.



# What do you have to share?

- Strategies for shared learning/sharing resources among agricultural learning hubs through building a regional network.
- Culturally appropriate outreach, educational materials and training approach (for Latino, Southeast Asian, Native Americans).
- Resources for small-scale, beginning farmers and ranchers.



# What do you hope to learn from other projects?

- Other strategies/curricula for diverse audiences.
- BMP for multiparty measurement and tracking of outputs & outcomes on differing variables.
- Strategies for measuring outcomes - what indicators do people use for measuring success?  
Eg. Increased sales, # entered farming, increased knowledge, confidence in ability to stay in farming, increase in food availability, ecol. sustainability)



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# Keep in touch!

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