



United States
Department of
Agriculture

National Institute
of Food
and Agriculture

A Collective Approach to Providing Resources, Technology and Assistance to Beginning Farmers



Presenting state: Alabama

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Karen Wynne, Crotoovina Inc.

Beginning Farmer and Rancher Development

Program Award No: 11863909



What is Collective Impact?

- Stakeholders align with each other in a collective sense of purpose, with a common goal
- Each stakeholder is impelled to specify its role in achieving the common goal
- Shared performance measures provide participants accountability and insight



Ref.: Kania, J., and M. Kramer. 2011. Collective impact. *Stanford Social Innovation Review*. p. 36-41.



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Project Audience



- Beginning producers in Alabama
- Extension surveys: 27% new producers, 47% naturally grown, 16% organic producer, 10% gardeners
- Focus on fruit and vegetable production
- Will also reach input providers, food hubs, and other state organizations



Key Partners/Collaborators

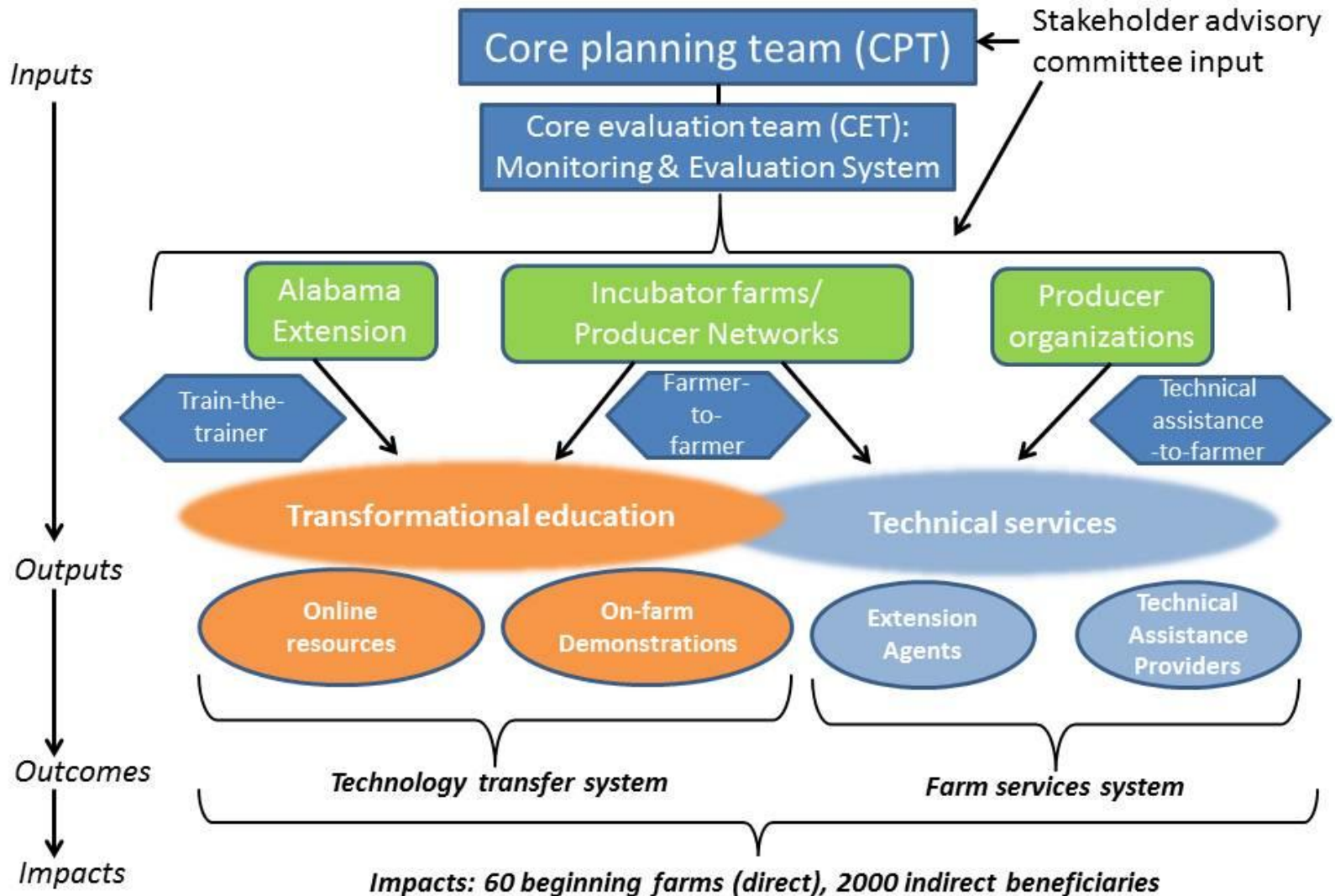
- Alabama Extension Commercial Hort. (people + technology)
- Jayme Oates, Farmscape Solutions, Project Coordinator
- Karen Wynne, Crotovina Inc.
- Southern Sustainable Agriculture Working Group
- Alabama Fruit and Vegetable Growers Association
- Alabama Sustainable Agriculture Network

Program sustainability will be enhanced by...

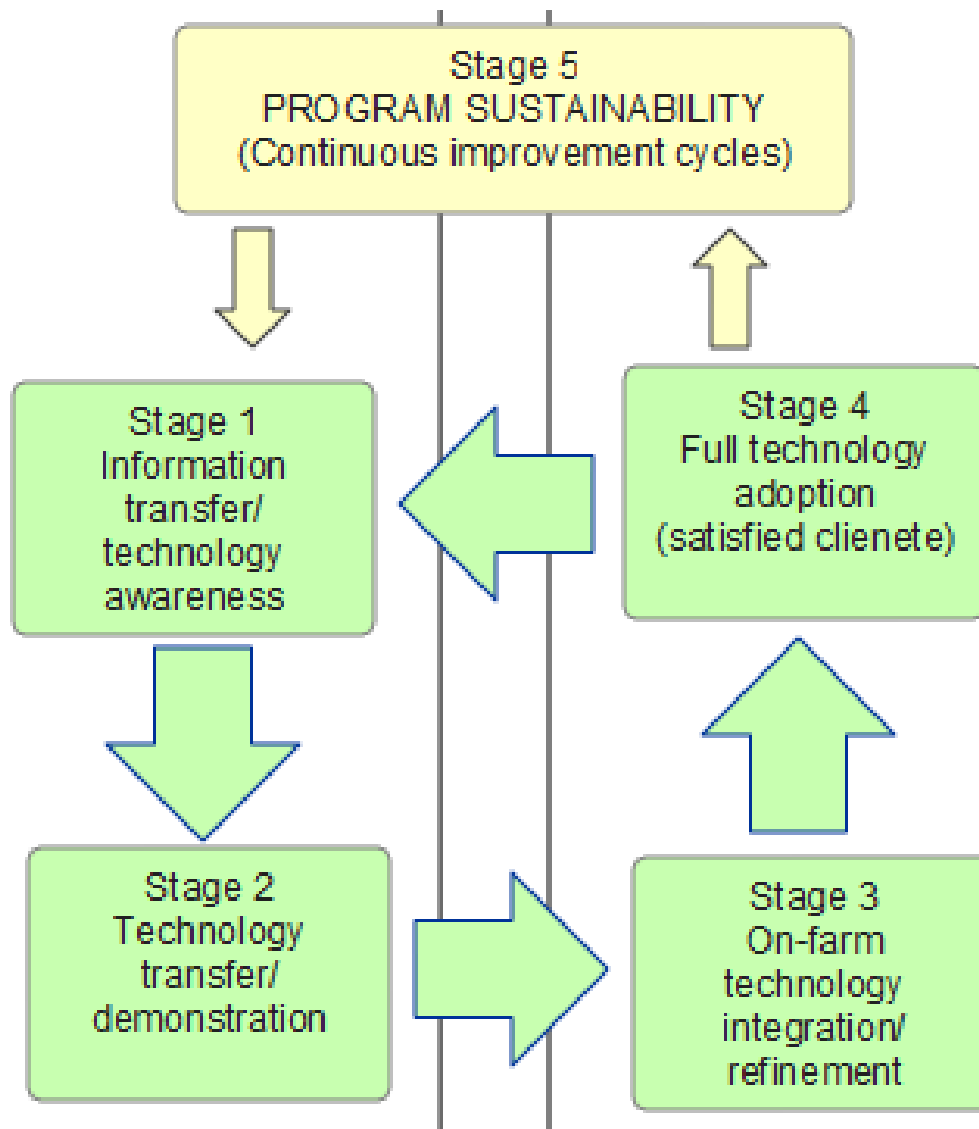
- Including food hubs and other marketing outlets, input suppliers, aggregators, distributors, AL Dept of Ag, Farmers Market Authority, key or mentoring farmers, AL Farmers Federation

Key Approaches

BF Program Action/Strategic Model



Transformation education model - ACES





Key Deliverables

Technology transfer methods:

Website (www.aces.edu/beginningfarms)

Electronic curriculum and new bulletins (ACES)

Phone app development (ACES)

Workshops/courses/demonstrations (ACES & partners)

Incubator farm/apprenticeships (Crotoovina/FS & partners)

Mentoring (Crotoovina/FS & partners)

Promotional materials (ACES)

Support services:

Reactive on-farm training (ACES/FS/Crotoovina)

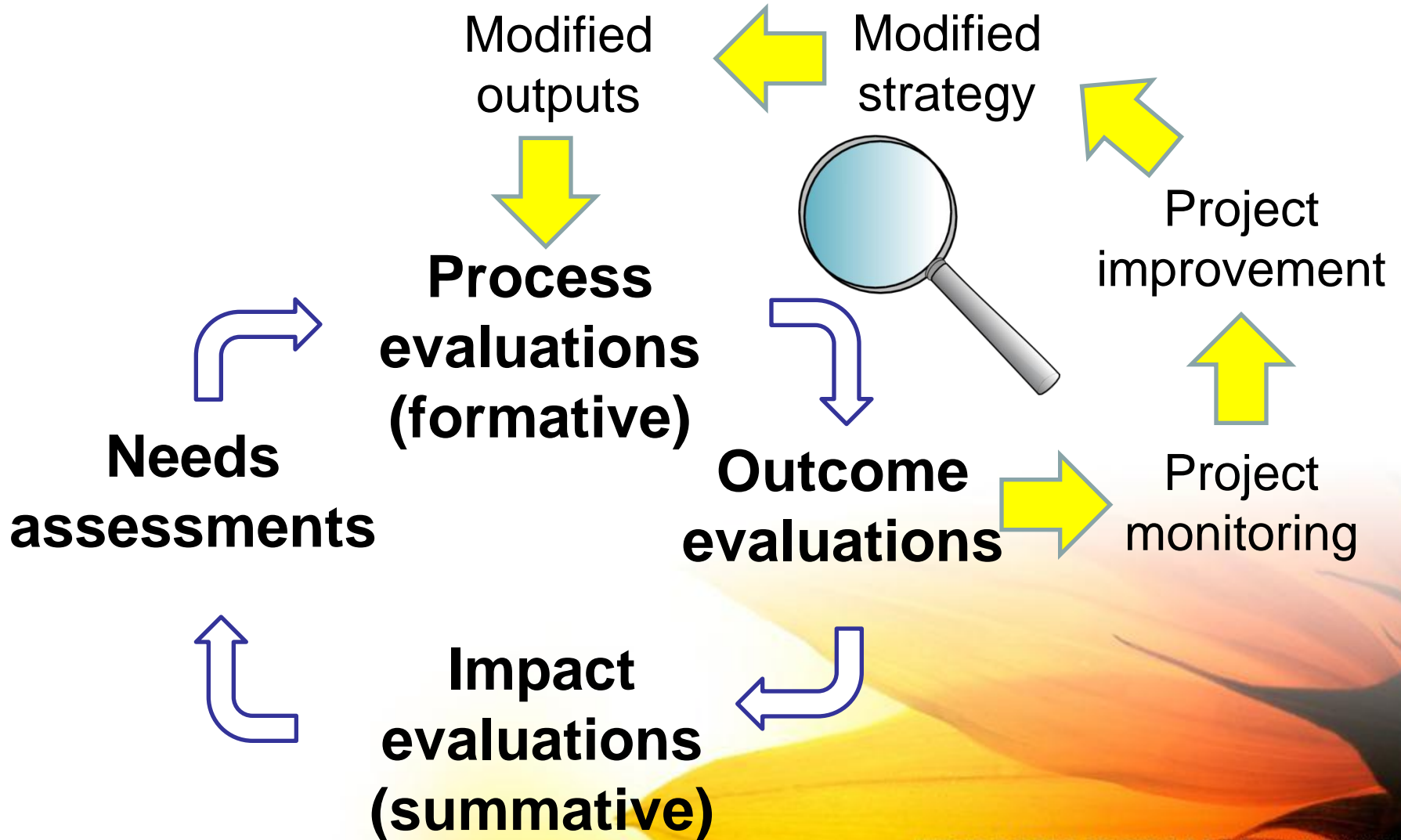
Organizational Networking and Evaluations (various)



Major Target Outcomes (three years)

- Technical Assistance Providers (TAPs) will assist 60 beginning farmers directly with clear production, marketing, and business plans.
- Will also benefit 2000 indirect participants (20% socially disadvantaged and 10% veterans)
- 100% direct and 50% indirect participants will improve their knowledge from hands-on training/workshops.
- 25% or more indirect participants will use web-based training materials
- 50% participants will use crop production and pest management recommendations.

Utilization-focused Evaluation Strategy





What do you hope to learn from other projects?

- Curriculum or resources?
- Expertise in certain topics?
- Realistic expectations
- Measures of success
- Experiences of others using the Collective Impact Model



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Keep in touch!

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