

Growing the Management Skills of Native American and Limited-Resource Beginning Farmers in the Southwest

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Beginning Farmer and Rancher Development Program

THE UNIVERSITY OF ARIZONA
College of Agriculture and Life Sciences

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There is a growing interest in small scale farming of specialty crops in Arizona and New Mexico. Many limited-resource beginning farmers lack basic growing and business skills to be successful.

Project long-term goals

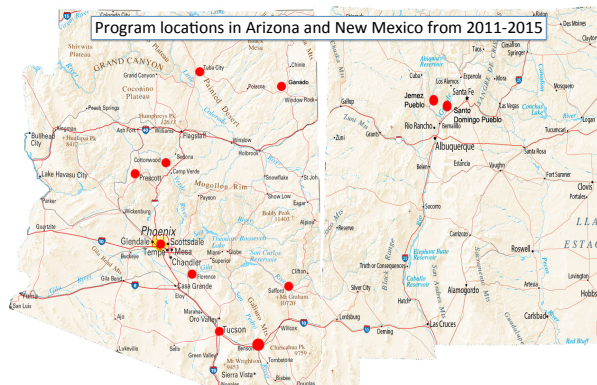
- Help beginning farmer audiences become more economically vibrant through acquiring sound production and business skills for small-scale specialty crop operations.

Target audiences

- Native American tribes in Arizona and New Mexico, Limited Resource Producers, Youth, Veterans, and other beginning farmer participants.

Curriculum topics covered

- Basic crop production training includes crop planning, soil and water management, hoop house operations, organic production practices, and food safety production and handling practices.
- Entrepreneurship and business skill training include market analyses, record keeping, certification and labeling, financing, and marketing and risk management strategies.



Key Partners and Collaborators organize local trainings and demonstrations

- Lina Austin and Russell Freeman, Future Forward Foundation
- Max Crain and Sherri Clixby; Our Neighbors Farm and Our Neighbors Pantry
- Kristyn Yepa, Cornell F. Magdalena, Robert Morgan, Martin P. Loretto, Jemez Pueblo, Health and Human Services
- Jon Vosper and Jessica Wolderski, International Rescue Committee
- Cory and Shanti Rade; Whipstone Farms
- Timothy Clashin and Ella Farrell; Tonalea Day School
- Arizona Federally Recognized Tribal Extension Partners; Grey Farrell and Gerald Moore
- Arizona Cooperative Extension Agents; Jeff Schalaus, Bill Brandau, Elizabeth Sparks, and Mark Apel.

Some Outputs since December 2011

- Delivered Beginning Farmer production and marketing programs at 11 different locations.
- Built 9 hoop houses ranging in size from 400 to 1,250 sq. feet with material costs ranging from \$0.85 to \$2.20 per square foot.
- Delivered 70 workshops with 270 hours of instruction to 485 unique individuals.
- Analyzed over 175 site specific soil and water samples from participants for pH and salinity.
- Educational programs include lecture, hands-on instruction, farm tours, on-line tools (AgPlan and localfresh.info), problem solving, and site visits of participant's production area.



Target Outcomes

- 325 individuals will be expected to finish the three year series of business and marketing workshops.
- At least 98 or 30% will have an established business and marketing plan in place.
- Approximately 24 or 50% of the 98 will make changes with their operations resulting in an increase in profitability and/or sustainability through new markets.
- 10% of the Native American participants and other ethnic producers will once again establish the production of native or traditional crops and begin to incorporate them into their marketing mix.

Tools to Share

- Localfresh.info** website, a collaborative effort connecting farmers and market managers with local consumers. Harvest calendars aggregate from a radius of a given zip code.

localfresh.info

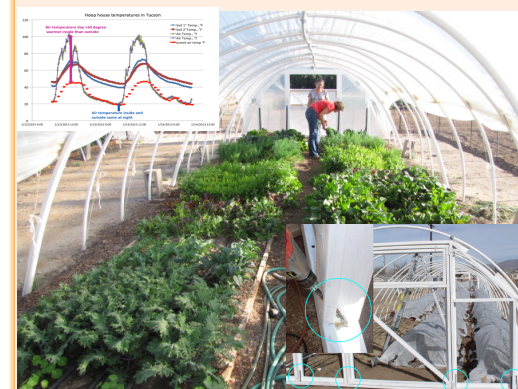
Calendar for Whipstone Farm

harvest	planting	J	F	M	A	M	J	J	A	S	O	N	D
• Fruits													
• Herbs and Spices													
• Vegetables													
• Bulbs and Stems													
• Gourds and Squash													
• Leafy Greens													
• Anguria													
• Bok Choy													
• Broccoli Rabe													

Producers for Vegetables

- Arcosanti Gardens
- Whipstone Farm
- Willow Brook
- Marylee Farms
- Tickaboo Ranch
- Burnin' Daylight
- Heartstone
- Gamble Produce
- Chino Valley Farm

- Hoop House growing and construction methods** for the Southwest. Soil, water, and temperature data has been collected and shared with workshop participants.



- Small Farm Cost Estimator**

- Specialty Crop Website**

- Record Keeping Resources**

- Cooperating Partners**

