

UNIVERSITY OF MARYLAND EASTERN SHORE'S SMALL FARMS PROGRAM

WEBINAR SERIES BY NERCRD
NOVEMBER 12, 2010

Stephan Tubene, Small Farm Institute
University of Maryland Eastern Shore, MD

Introduction

- U.S. small farm sector is complex
- Small family farms vary in size and other characteristics such as production methods, etc
- This presentation focuses on the work of UMES' Small Farms Program and NERCRD and discusses teaching, research, and outreach initiatives intended to
 - Improve students' understanding of small farm issues
 - Help small farmers improve the viability of their farms and enhance their socio-economic conditions

Contents

- Small Farm Definition
- Northeast Regional Center for Rural Development
 - Mission
 - Goals
- Small Farms Program at UMES
 - UME
 - Small Farm Institute
 - Department of Agriculture and Resource Sciences
 - Collaborative Effort

Small Farm Definition

- Definition
 - Farm Typology (ERS, USDA)
 - Other useful classifications
 - Beginning farmers
 - New farmers

Small Family Farms (sales < \$250,000)

- Limited-resource farms: small farms with gross sales less than \$100,000
- Retirement farms: small farms whose operators report they are retired
- Residential/lifestyle: small farms whose operators report a major occupation other than farming

Small Family Farms

(sales < \$250,000)—Cont.

- Farming occupation/lower-sales: small farms with sales less than \$100,000 whose operators report farming as their major occupation
- Farming occupation/higher-sales: small farms with sales between \$100,000 and \$249,999 whose operators report farming as their major occupation.

Beginning Farmers

□ Beginning Farmer

- A Beginning Farmer or Rancher means an individual or entity who:
 - Has not operated a farm or ranch, or who has operated a farm or ranch for not more than 10 consecutive years.
 - Will materially and substantially participate in the operation of the farm or ranch.

<http://www.conferences.uiuc.edu/conferences/conferenceviewer2/view.cfm?conf=20033&page=20231&theme=&palette=>

Kathy Ruhf and Stephan Tubene, Pre-Conference Short Course, September 2009

5th National Small Farm Conference - Windows Internet Explorer

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5th National Small Farm Conference

5th
NATIONAL SMALL FARM CONFERENCE

September 15-17, 2009
Springfield, Illinois

[About the Conference](#)

[Proceedings](#)

[Evaluation](#)

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[Exhibits](#)

[Presentations - Session 1](#)

[Presentations - Session 2](#)

[Presentations - Session 3](#)

[Presentations - Session 4](#)

5th National Small Farm Conference

Pre-Conference Short Courses

CONCURRENT SESSION I The Winning Educator (Part A)

Mr. Juan Carlos Rodriguez, University of Florida, Gainesville, FL

The Winning Trainer is a training opportunity and will cover three aspects of making educational efforts effective for farmers and other practitioners. These aspects are 1) training to application objectives; 2) building on the participants' knowledge and experience; 3) making learning active. The winning trainer focuses on getting the participant to build new skills and knowledge on the foundation already in place and knows how to create learner centered training programs.

Challenges and Opportunities in Establishing Performance Measures (Part B)

Dr. Djime Adoum, USDA-CSREES, Washington, DC

The second session of this workshop will address challenges and opportunities in establishing performance measures to determine and report program impacts. We will discuss the concept of budget and performance integration and the extent to which good program results feed into the larger budgetary process and make it easier for agencies to solicit additional funds and/or justify the continuation of existing programs to Congress and the White House.

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New Farmers

- New Farmers
 - Immigrant Farmers
 - Minority Farmers

New Farmers ---Cont.

□ Immigrant Farmers

- Asian (i.e. Hmong, Koreans, etc.)
- African (i.e., Somalis, Sudanese, etc.)
- Caribbean (i.e., Jamaicans, etc.)
- Hispanic (i.e., Mexicans, Chileans, etc.)
- For more information, browse NIFI—New Immigrant Farming Initiative

New Farmers ---Cont.

- Minority Farmers
 - African American
 - Native American
 - Asian American
 - Hispanic American
 - Women

New Farmers ---Cont.

□ Unique Characteristics

- Lifestyle
- Cultural barrier
- Language barrier
- Limited resources
- Lack of connections and networking
- Unaware of government programs

New Farmers ---Cont.

□ Unique Needs

- Programs tailored to farmers' lifestyle to fit their schedule
- American culture training needs
- English language training needs
- Special agriculture and agriculture-related courses
 - Ag 101 and Marketing 101
 - Risk management tools

New Farmers ---Cont.

□ Needs (Cont.)

- Offer more opportunities since limited-resource farmers (i.e., grant writing, govt. loans, etc.)
- Provide information on local, state, and federal government programs
- Provide networking opportunities (i.e., NIFI)

How to Reach New Farmers

- Challenge to reaching new farmers
 - Lifestyle/scheduling
 - Need to be creative in scheduling programs since most new farmers have non-farm occupations
 - This may require meetings on week-ends

How to Reach New Farmers--Cont.

➤ Cultural

- Need to be sensitive to new farmers' culture
- Winning their trust could help reach them more effectively

How to Reach New Farmers--Cont.

- Challenge to reaching new farmers
 - Language
 - Language barrier can be overcome by providing interpret service
 - Brochures/publications in foreign languages should be used

How to Reach New Farmers--Cont.

➤ Resource

■ Time and Money

- Work around their schedule
- Consider grants/federal agencies

How to Reach New Farmers--Cont.

- Challenge to reaching new farmers
 - Accessibility
 - Geography
 - Outreach
 - Finding your audience
 - Audience finding your information
 - How information is presented
 - Media

How to Reach New Farmers--Cont.

- Outreach Methods: What Works?
 - Land-Grant/Extension Approaches
 - County Extension Agent Model
 - One-on-one methods
 - Farmer focus groups
 - Workshops and seminars
 - Trials and demonstrations
 - On-farm research projects
 - Networking events
 - Special Programs Targeted to New Farmers

How to Reach New Farmers--Cont.

- Outreach Methods (Cont.)
 - Other Educational Institutions
 - Community colleges
 - Private colleges and universities
 - High schools

How to Reach New Farmers--Cont.

- NGO/Community-Based Approach
 - Apprentice networks (e.g., CRAFT)
 - NGO programs (site-based and not)
 - Conferences, meetings, workshops
 - Bulletin boards
 - Advertisements

How to Reach New Farmers--Cont.

- Outreach Methods (Cont.)
 - Internet-Based Approach
 - Online courses and tutorials
 - Other organization's links
 - Online newsletters
 - List serves

Q/A Session for Part I

- Any questions for Part I?

Northeast Regional Center for Rural Development (NERCRD)

The screenshot shows the website for the Northeast Regional Center for Rural Development (NERCRD) as viewed in Internet Explorer. The browser's address bar shows the URL <http://nercrd.psu.edu/index.html>. The website features a red header with the NE RCRD logo and the title "The Northeast Regional Center for Rural Development". Below the header is a navigation menu with links for Home, About the Center, Publications, Companion Sites, Site Index, and Contact Us. A search bar is located on the right side of the navigation menu. The main content area is divided into several sections: a "PROGRAMMING AREAS" sidebar with links for Community Capacity Building, Regional Economic Development, Entrepreneurship, Local & Regional Food Systems, Balanced Use of Natural Resources, and Other; a "Center News and Events" section with links for a Post-Doctoral Position, Regional Highlights, Women in Sustainable Agriculture Conference, September Network Newsletter, and What Works II Conference; and a "Rural Development Information You Can Use" section with links for Extension Fellow Recruiting, a Social Network Analysis, and Stronger Economies Together. On the right side, there is a "Join our mailing list!" section with a "Sign Up Today!" link, and a vertical menu with links for Training/Conferences, Center Publications, State Links, Our Partners, Our Activities, and Work Space. At the bottom right, there is a logo for "extension" and a Facebook link. The Windows taskbar at the bottom shows the system tray with the date and time (Wednesday, 11/3/2010, 12:53 PM) and several open applications including RunDLL, Welcome Center, myCampus, Outlook Web App, and The Northeast Regi....

NERCRD <http://nercrd.psu.edu>

□ Mission

- RCRD address issues facing rural communities that are often multi-state in scope and require faculties from several disciplines to resolve. RCRD work together on rural issues that are interregional or national in scope

NERCRD <http://nercrd.psu.edu>

□ Goals

- Chosen from input by the Northeast Center's Board of Directors and the Directors of the four Regional Rural Development Centers. Key issue areas represent the concepts driving the mission, vision, and the strategy for rural development research and extension projects.
- Improve Economic Competitiveness, Diversity and Adaptability of Small and/or Rural Communities

NERCRD <http://nercrd.psu.edu>

□ Goals—cont.

- Facilitate Development of Policies that Enhance the Well-being of Rural People and Small Towns
- Increase Community Capacity to Deal with Change
- Increase Social viability through Enhancing the Self-reliance of Families and Communities
- Link Natural Resource Industries, Including Agriculture, with Community and Environmental Resources

UMES' Small Farm Programs

The screenshot shows a Windows Internet Explorer browser window displaying the website for the University of Maryland Eastern Shore's 1890 Maryland Cooperative Extension. The address bar shows the URL: <http://www.umes.edu/1890-MCE/Default.aspx?id=19522>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The page features a navigation menu with links for About Us, Programs, Faculty & Staff, Partners, Links, and Contact Us. On the left side, there is a logo for the University of Maryland Extension with the tagline "Solutions in your community", followed by the University of Maryland Eastern Shore logo. Below the logos, there is a "NEWS" section with links for a 2010 Small Farm Conference, a Roundtable, and a Pregnant Ewe, Doe Roundtable. A "QUICKLINKS" section lists the Rural Development Center, 4-H Youth and Leadership Development, and UME College Park. The main content area features a large image of two people in a field, with the text "Small Farm Outreach and Technical Assistance" overlaid. Below the image, there are links for contacts and photos, followed by the program title "Small Farm Outreach and Technical Assistance Program". The text describes the program's goal to enhance the opportunity and ability of socially disadvantaged farmers and ranchers in Virginia and Maryland to acquire, own, operate, and retain farms and ranches. It also lists the project director, Mr. Berran Rogers, and the project co-director, Dr. Stephan Tubene, along with their contact information.

1890 Maryland Cooperative Extension - Windows Internet Explorer
http://www.umes.edu/1890-MCE/Default.aspx?id=19522


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Links Customize Links

myCampus 1890 Maryland Cooper...

About Us Programs Faculty & Staff Partners Links Contact Us


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UNIVERSITY of MARYLAND
EASTERN SHORE

NEWS
2010 Small Farm Conference
REGISTER HERE! CONFERENCE
BROCHURE
Extension Officer Schedules
Pregnant Ewe, Doe
Roundtable REGISTER HERE!

QUICKLINKS
Rural Development Center
4-H Youth and Leadership
Development
UME College Park


Small Farm Outreach and Technical Assistance

[Click here for contacts](#)
[Click here for photos.](#)

Small Farm Outreach and Technical Assistance Program

The University of Maryland Eastern Shore entered into an agreement with the United States Department of Agriculture to conduct an outreach and technical assistance program for socially disadvantaged farmers and ranchers in selected counties in Maryland and Virginia. The foremost goal of the program, titled the Maryland Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers (OASDFR) Project, is to enhance the opportunity and ability of socially disadvantaged farmers and ranchers in Virginia and Maryland to acquire, own, operate, and retain farms and ranches and to assure their equitable participation in the full range of USDA programs. Through on-going outreach and technical assistance via individual farm visits, informational meetings, workshops, field tours, and other educational programs, UMES' OASDFR Project is realizing its goal.

For more information, contact:

Mr. Berran Rogers
Project Director
Small Farm Program Coordinator
Maryland Cooperative Extension
Room 2141, Richard A. Henson Center

Dr. Stephan Tubene
Project Co-Director Outreach for Socially
Disadvantaged Farmers
and Ranchers Project
Maryland Cooperative Extension

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<http://www.umes.edu/1890-MCE>

- UMES Small Farms Program Coordinator
 - Berran Rogers
- Maryland Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers (OASDFR) Project
 - Enhance the opportunity and ability of socially disadvantaged farmers and ranchers in Virginia and Maryland to acquire, own, operate, and retain farms and ranches
 - Assure their equitable participation in the full range of USDA programs

Small Farms Program—Cont.

The screenshot shows a Windows Internet Explorer browser window displaying the website for the 1890 Maryland Cooperative Extension. The address bar shows the URL <http://www.umes.edu/1890-MCE/Default.aspx?id=30016>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The page content features a dark red header with the text "1890 Extension Program" and "University of Maryland Extension". Below the header is a navigation menu with links for "About Us", "Programs", "Faculty & Staff", "Partners", "Links", and "Contact Us". A secondary navigation bar contains buttons for "HOME", "ABOUT", "SPEAKERS", "REGISTRATION", "SPONSORS", "AGENDA", and "YOUTH". The main content area is a promotional banner for the "7th Annual Small Farm Conference" held on November 5-6, 2010, at the University of Maryland Eastern Shore, Richard A. Henson Center, Princess Anne, Maryland. The banner includes two images: a calculator and a pencil, and a tray of green herbs. The featured topics are listed as:

- GENERATING PROFITS FROM ALTERNATIVE FRUITS
- GROWING HERBS & SPECIALTY "NICHE" CROPS
- INCOME OPPORTUNITIES WITH PASTURED POULTRY

On the left side of the page, there is a logo for the University of Maryland Extension with the tagline "Solutions in your community", and a logo for the University of Maryland Eastern Shore. Below these logos is a "NEWS" section with the text: "2010 Small Farm Conference REGISTER HERE! CONFERENCE BROCHURE Extension Officer Schedules". The Windows taskbar at the bottom shows several open applications: RunDLL, Welcome Center, 1890 Maryland Cooperative Extension, Outlook Web App, silver spring auto re..., myCampus - Welco..., Northeast Center G..., and Microsoft PowerPoi... The system tray on the right indicates the date and time as Wednesday, 11/3/2010, 3:00 PM, and the zoom level is set to 110%.

UMES Small Farm Institute

The screenshot shows a Windows Internet Explorer browser window displaying the website for the 1890 Extension Program at the University of Maryland. The address bar shows the URL: <http://www.umes.edu/1890-MCE/Default.aspx?id=19524>. The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help) and a toolbar with various icons. The website content features a dark red header with the text "1890 Extension Program" and "University of Maryland Extension". Below the header is a navigation menu with links for "About Us", "Programs", "Faculty & Staff", "Partners", "Links", and "Contact Us". The main content area is divided into two columns. The left column contains the University of Maryland Extension logo with the tagline "Solutions in your community" and the University of Maryland Eastern Shore logo. Below these logos is a "NEWS" section with the text: "2010 Small Farm Conference REGISTER HERE! CONFERENCE BROCHURE Extension Officer Schedules". The right column features a large image of purple orchids with the text "Alternative and Small Scale Agriculture" overlaid. Below the image is a link that says "Click here for contact information." and a paragraph about "The Small Farm Institute" which describes its role in coordinating research and outreach for alternative agriculture technologies. A small inset image shows a long, covered walkway or structure in an outdoor setting. The Windows taskbar at the bottom shows several open applications, including "RunDLL", "Welcome Center", "1890 Maryland Co...", "Outlook Web App - ...", "The Small Farm Insti...", "myCampus - Welco...", "1890 Maryland Co...", "Northeast Center G...", and "Microsoft PowerPoi...". The system tray on the right shows the date and time as "Wednesday 11/3/2010 3:10 PM" and a volume icon.

UMES Small Farm Institute

- Director: Dr. Thomas Handwerker
- Coordinates research and Extension outreach for evaluation and development of alternative agriculture technologies and marketing strategies that help maintain small family farm operations
- Utilizing facilities located at the University of Maryland Eastern Shore campus, the Institute provides training and education to local growers and technical specialists

Small Farm Institute—Cont.

The screenshot shows a Windows Internet Explorer browser window displaying the Small Farm Institute website. The address bar shows the URL <http://extension.umd.edu/agriculture/smallFarms/index.cfm>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The page content is as follows:

Home > Crops, Farm Animals & Nursery > Small Farm Institute

Small Farm Institute

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EXTENSION
Solutions in your community

Google™ Custom Search

- [Small Farm Institute](#)
- [Biography](#)
- [Address & Directions](#)
- [Mission and Vision](#)
- [Newsletter](#)
- [Online Resources](#)
- [Program Areas](#)
- [Publications](#)
- [Research Projects](#)
- [The SFI Program](#)

A WELCOME MESSAGE FROM THE COORDINATOR

Welcome to the Small farm Institute's World Wide Web page. The Small Farm Institute seeks to serve and meet the needs of small farmers. At the Small Farm Institute, we develop sustainable agricultural technologies and offer research, educational, and outreach programs in all areas of agriculture including specialty/ethnic crops, intensive hydroponic production, farm management and marketing. We have access to a wealth of experts throughout the University of Maryland College Park and Eastern Shore to respond to your needs. We have developed this resource to help you make an informed decision in your work. If you need additional information, please contact us at [smallfarm](#) and or at 410-222-6759.



For more information, contact [SFI Webmaster](#)

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Small Farm Institute—Cont.

- Coordination: Stephan Tubene
 - The Small Farm Institute's mission is to enable small-scale farmers and entrepreneurs to improve the viability and profitability of their operations through innovative research-based and community information focusing on identified needs and partnerships.

- Activities
 - Specialty crops research
(www.marylandethnicvegetable.com)
 - Farm field days
 - Small farm conferences and workshops

Department of Agriculture, Food and Resource Sciences

- Undergraduate Research on Small Farm Issues
 - Factors Affecting the Adoption of New Technologies
 - The adoption of ethnic vegetables was positively associated with years in farming, education, and labor availability
 - However, factors such as gender, race, and risk were not statistically significant
 - Determinants of IPM Practices among Minority Farmers
 - Underway with an undergraduate student

Collaborative Effort

- UMES Small Farms Program and NERCRD
 - Technical Advisory Committee Members
 - Capacity Building Grant
 - Promoting the Viability of Small Farm using Principles of Network Sciences
 - SARE Program
 - Proposals Review

Collaborative Effort—Cont.

- Regional Collaboration
 - Delaware State University
 - Northeast IPM Center

Contact

□ **Stephan L. Tubene, Ph.D.**

Associate Professor of Agricultural Economics

University of Maryland Eastern Shore

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Princess Anne, MD 21853

Tel. 410-651-7577; Fax: 410-651-7931

<http://extension.umd.edu/agriculture/smallFarms/index.cfm>

<http://www.marylandethnicvegetable.com/>

<https://www.umes.edu/1890-MCE/Default.aspx?id=19522>

Thank you

- **Q/A Session**