

Empowering Latino Farmers*

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Presentation Objectives

- ▶ Provide an overview of Latino farmers in Michigan
- ▶ Identify the needs of this population segment
- ▶ Discuss ways to integrate them into the American agricultural industry

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Basic Demographics (2012)*

- ▶ Numbers: Operators 989 out of 78,948
 - ▶ Women : 305
 - ▶ Farms: 855 out of 52,194
 - ▶ Acres: 115,087 out of 9,948,564
 - ▶ Average size: 135 acres All Farms: 191 acres
- ▶ Market Value
 - ▶ Crop Sales: \$77.7Mil All Farms: \$5.5Bil
 - ▶ Livestock Sales \$30.6Mil All Farms: \$3.2Bil
 - ▶ Average per Farm \$126K All Farms: \$166K
- ▶ Native and Foreign-born—related issues (issues of connectedness)

* Waiting on 2017 data

Basic Needs and Issues

1. Unconnected to Federal and State service agencies
 - ▶ Victims of:
 - ▶ Cultural clashes
 - ▶ Institutional Discrimination
 - ▶ Lack of Outreach
 - ▶ Multicultural Capacity
2. Lack of business knowledge
 - ▶ Low educational achievement
 - ▶ Lack of access to information
3. Low use of technology (adoption issues)

Basic Needs and Issues Cont'd

4. Limited access to capital (including social capital)
 - ▶ Poor recordkeeping
 - ▶ Unfamiliarity with bureaucratic process
5. Unfamiliarity with market and marketing
6. Limited understanding of farm management
 - ▶ Planning (lack of vision)
 - ▶ Quality control / metrics / timing (e.g, pest control)
 - ▶ Regulations
 - ▶ GAPS / Food Safety

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What can be done?

- ▶ Integrate Latino farmers into the agricultural industry
- ▶ Close the gaps with Latino producers and service providers
 - ▶ Cultural change must occur on both sides
 - ▶ Capacity-building on both sides
- ▶ Increase business knowledge
 - ▶ Finances, planning, marketing
 - ▶ Improved recordkeeping
- ▶ Increase production knowledge
- ▶ Increase understanding of regulations

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Introduction to Farm Management I and II

- ▶ Lake Michigan College (non-credit)
 - ▶ Big Picture Perspective
 - ▶ Marketing Analysis
 - ▶ Business Planning
 - ▶ Finances
 - ▶ Recordkeeping
 - ▶ Management Security
 - ▶ Labor Regulations and Practices

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Fin

Preguntas

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