

Small Farm Outreach Strategies and Methods

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Presentation Overview

- ◆ The UC Small Farm Program
- ◆ California small/ethnic farms
- ◆ What is outreach? What are the goals?
- ◆ Outreach strategies used to reach underserved clientele
- ◆ Keys to Success

The UC Small Farm Program



- Founded in 1979
- “The Small Farm Program seeks to enhance the viability of small- and moderate-scale farms by stimulating research and extension education in production systems, marketing, and farm management.”

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The UC Small Farm Program

Program Areas:

- ⑩ Specialty crops
- ⑩ Organic production
- ⑩ Food safety
- ⑩ Risk management
- ⑩ Farm management
- ⑩ Marketing
- ⑩ Processed products
- ⑩ Agritourism

The Small Farm Program serves California's small-scale farmers with the latest research based and pertinent information.

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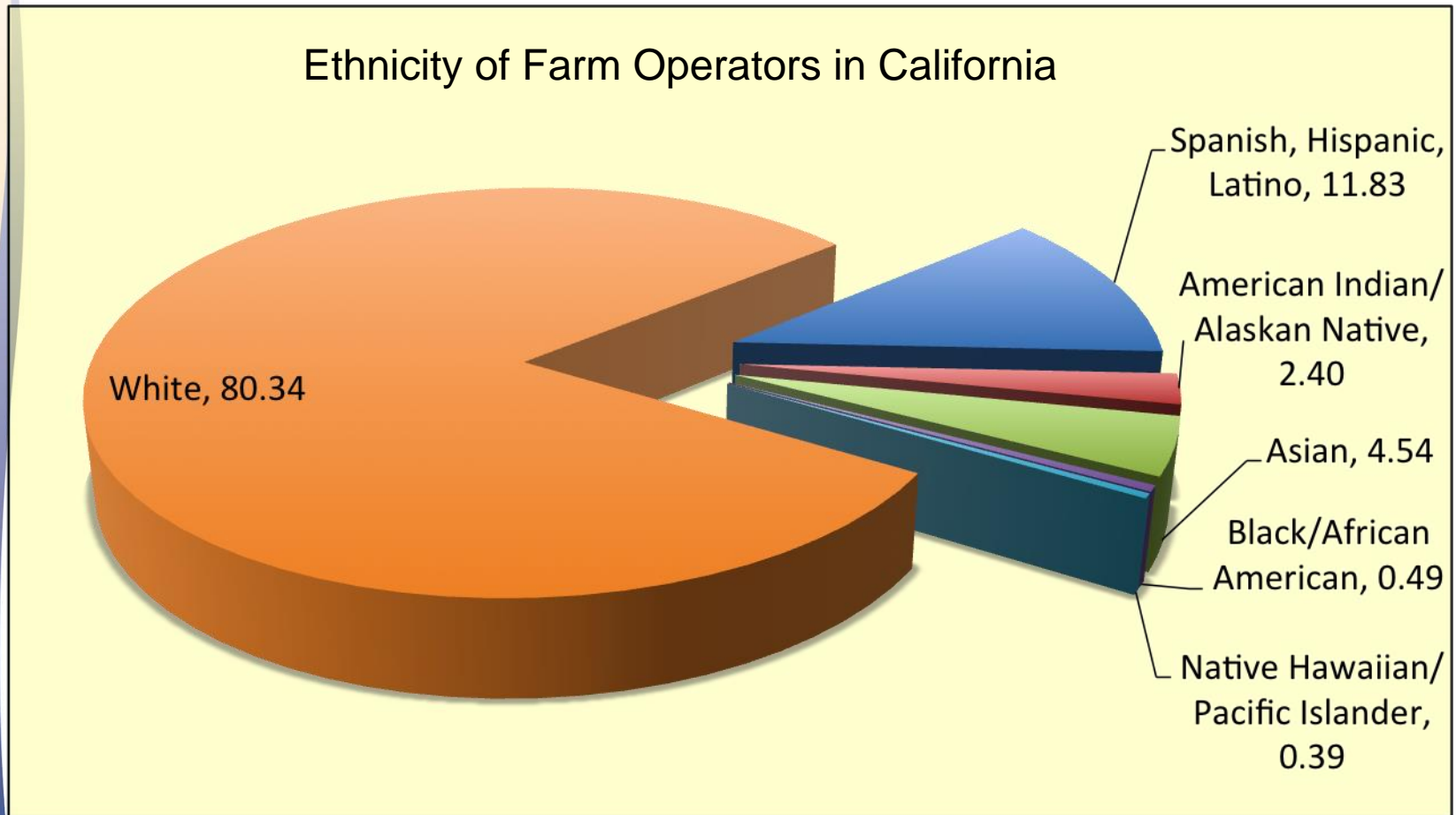
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SFP Target Clientele

- ◆ 85 % of California's 81,500 farms are classified as "small farms" according to the USDA's 2007 Ag Census.
- ◆ 20 % of farm operators in California belong to a minority group, 80% are white.
- ◆ The Small Farm Program focuses on farmers not reached by traditional extension programs.
- ◆ Our clientele operate small-scale, family-owned or managed farms or markets, often with limited resources.

Ethnic Breakdown of Farm Operators in California



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What is Outreach?

- ◆ **Merriam-Webster defines outreach as:**
 - ✓ The act of reaching out
 - ✓ The extending of services or assistance beyond current or usual limits
 - ✓ the extent of such services or assistance
- ◆ **The USDA defines outreach as:**

“...a way of conducting business to ensure that underserved individuals and groups...are made aware of, understand and have a working knowledge of...program and services.

Outreach Goals?

- ◆ Assess the needs of target clientele
- ◆ Dissemination of Information
- ◆ Adoption of practices, transformation of attitudes and behaviors
- ◆ Strengthening of communities



**Each Group Situation is UNIQUE,
You cannot generalize!!**



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Written Materials

- ◆ Work best with partners, CBO supervisors or train-the-trainer programs
 - ✓ Consider clientele may not be able to read
- ◆ Make them short and to the point (with pictures?)
- ◆ Translation of written Material Helps reinforce Learned Concepts
- ◆ Use Visuals and colors
- ◆ Use their language / culture



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Collaborative/Participatory Research

- ◆ Helps engage early adopters or community leaders
- ◆ Increases interaction and help build relationships
- ◆ Increases ownership of project and results
- ◆ Helps build credibility and trust



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Field or Hands on Demonstrations



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Radio/TV Broadcasts/Programs

- ◆ Efficient and cost effective
- ◆ Much more effective if:
 - ✓ Regularly scheduled
 - ✓ Done in the native language of target population



Ethnic, New or Specialty Crop Research



Other crops include Asian Crops, Blueberries, Coffee, Guavas, Lychee/Longans, etc.



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Field Days, Tours & Rolling Workshops

- ◆ Allows for field demonstrations and increase interaction
 - ✓ Help reinforce the concepts
 - ✓ Peer to peer education



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Gadgets, Gizmos & Attention Getters

- ◆ Free soil tests (ph, salt)
 - ◆ Free pest diagnosis
 - ◆ Free hands lenses (80¢ each)
 - ◆ Free nitrogen ‘quick’ tests
-
- ◆ **Pitahaya/Dragon Fruit plant material and fruit samples**

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Other Strategies/Activities

- ◆ One on one consultations/meetings, farm calls or farm visits
- ◆ Targeted mailings, phone calls or emails
- ◆ Workshops, seminars & group meetings
- ◆ Internet based strategies (email, web pages, blogs, webinars)
- ◆ **Use native language of the target clientele whenever possible!**

Keys for Success

- ◆ Focus on the target clientele and communities, not on commodities
- ◆ Patience, persistence, consistent message
- ◆ Awareness of specific identity and needs of various clientele groups
- ◆ Use a diverse portfolio of outreach strategies and methods
- ◆ Partnerships and collaboration
- ◆ **Outreach is a long term process, not an event or a one time occurrence.**

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