

Title:	Growing New Sustainable Urban Farmers in Greater New Orleans, Louisiana		
Sponsoring Agency	NIFA	Project Status	COMPLETE
Funding Source	Non Formula	Reporting Frequency	Annual
Accession No.	229392	Grants.gov No.	GRANT11011083
Project No.	LAW-2012-00728	Proposal No.	2012-00728
Project Start Date	08/01/2012	Project End Date	07/31/2013
Reporting Period Start Date	08/01/2012	Reporting Period End Date	07/31/2013
Submitted By	Marianne Cufone	Date Submitted to NIFA	05/13/2014

Program Code: BFRDP

Program Name: Beginning Farmer and Rancher

Project Director

Marianne Cufone
813-785-8386
mcufone@recirculatingfarms.org

Recipient Organization

RECIRCULATING FARMS COALITION INC.
13176 N DALE MABRY HWY STE 145
Tampa, FLORIDA 336182406
DUNS No. 968696299

Performing Department

{NO DATA ENTERED}

Co-Project Directors

{NO DATA ENTERED}

Departments

{NO DATA ENTERED}

Non-Technical Summary

Goal: Enhance viability & long-term stability of new & beginning urban farmers in New Orleans, LA. General activities - create/disseminate appropriate educational materials & develop/implement a training program that includes discussions & hands-on trainings, mentoring, & externships. Specific activities (A) & expected outcomes (O) follow each objective. 1: Provide training on production & management strategies to enhance land stewardship. A: 1a: Discuss whole farm planning & create a farm plan. O - farmers can design & plan a whole farm. 1b: Provide information on conservation strategies. O - farmers change behaviors to include more conservation strategies. 1c: Explain & provide hands-on training on organic farming practices. O - farmers can employ organic farming practices. 1d: Provide information & hands-on training on solar & wind energy. O - farmers can use alternative energy sources. 1e: Provide hands-on training on how to build or purchase composting equipment & rain barrels & explain value. O - farmers can implement a composting program & use rain barrels. 1f: Provide information & discussion on farm safety practices. O - farmers will be aware of & can implement farm safety strategies. 2: Provide training on business management & decision-support strategies. A: 2a: Discuss business management information & how to collect & process it to use in decision-making. O - farmers will be able to recognize, collect & process business information & use it in decision-making. 2b: Discuss entrepreneurship, pursuing it & finding financing. O - farmers will be comfortable with & undertake entrepreneurial endeavors. 2c: Hold a workshop on creating business plans. O - farmers will be able to develop business plans & will have a draft plan. 3: Provide training on marketing strategies. A: 3a: Provide information & discuss direct marketing strategies. O - farmers will understand how to employ various direct marketing strategies. 3b: Provide information & discuss the importance of/achieving diversification. O - farmers will implement diversification opportunities. 4: Provide training on legal strategies. A: 4a: Provide information through lectures, discussion & Q & A sessions on land acquisition & transfer. O - farmers will have the knowledge to pursue land acquisition & transfers. 4b: Discuss agricultural law. O - farmers will have a basic understanding of agricultural law. 5: Provide training on other priority topics. A: 5a: Provide information/hands-on training on how to build & run innovative farming systems with traditional farming techniques. O - farmers can use innovative farming technologies. 5b: Discuss best management practices & lead a workshop to create a recall plan. O - farmers will know best management practices, their importance, & how to implement them, & will draft a recall plan. 5c: Explain/discuss, & provide hands-on learning through externships, various best food-processing practices. O - farmers will know processing options & can implement beneficial strategies. 5d: Explain/discuss best marketing practices & provide externships. O - farmers will know best marketing practices & can incorporate them into their behaviors.

Accomplishments

Major goals of the project

Goal: Enhance viability & long-term stability of new & beginning urban farmers in New Orleans, LA. General activities - create/disseminate appropriate educational materials & develop/implement a training program that includes discussions & hands-on trainings, mentoring, & externships. Specific activities (A) & expected outcomes (O) follow each objective. 1: Provide training on production & management strategies to enhance land stewardship. A: 1a: Discuss whole farm planning & create a farm plan. O - farmers can design & plan a whole farm. 1b: Provide information on conservation strategies. O - farmers change behaviors to include more conservation strategies. 1c: Explain & provide hands-on training on organic farming practices. O - farmers can employ organic farming practices. 1d: Provide information & hands-on training on solar & wind energy. O - farmers can use alternative energy sources. 1e: Provide hands-on training on how to build or purchase composting equipment & rain barrels & explain value. O - farmers can implement a composting program & use rain barrels. 1f: Provide information & discussion on farm safety practices. O - farmers will be aware of & can implement farm safety strategies. 2: Provide training on business management & decision-support strategies. A: 2a: Discuss business management information & how to collect & process it to use in decision-making. O - farmers will be able to recognize, collect & process business information & use it in decision-making. 2b: Discuss entrepreneurship, pursuing it & finding financing. O - farmers will be comfortable with & undertake entrepreneurial endeavors. 2c: Hold a workshop on creating business plans. O - farmers will be able to develop business plans & will have a draft plan. 3: Provide training on marketing strategies. A: 3a: Provide information & discuss direct marketing strategies. O - farmers will understand how to employ various direct marketing strategies. 3b: Provide information & discuss the importance of/achieving diversification. O - farmers will implement diversification opportunities. 4: Provide training on legal strategies. A: 4a: Provide information through lectures, discussion & Q & A sessions on land acquisition & transfer. O - farmers will have the knowledge to pursue land acquisition & transfers. 4b: Discuss agricultural law. O - farmers will have a basic understanding of agricultural law. 5: Provide training on other priority topics. A: 5a: Provide information/hands-on training on how to build & run innovative farming systems with traditional farming techniques. O - farmers can use innovative farming technologies. 5b: Discuss best management practices & lead a workshop to create a recall plan. O - farmers will know best management practices, their importance, & how to implement them, & will draft a recall plan. 5c: Explain/discuss, & provide hands-on learning through externships, various best food-processing practices. O - farmers will know processing options & can implement beneficial strategies. 5d: Explain/discuss best marketing practices & provide externships. O - farmers will know best marketing practices & can incorporate them into their behaviors.

What was accomplished under these goals?

In 2012 - 2013 we hosted two 3-day long new and beginning farmer training workshops in New Orleans, LA. The workshops included: in-person lectures, discussions and hands-on field time, and a final up to five day apprenticeship on a working farm to translate in-class learning to real world applications. Each program was split into distinct modules with specific topics, to provide meaningful training for a wide range of existing beginning urban farmers at their own individual level. Some farmers participated in all training opportunities, while others only sat in on some, or one specific session, including lectures and discussion, hands-on workshops and the apprenticeship, dependent on their existing experience and training wants and needs. a mentorship program was established and each participant was assigned a mentor following the trainings to provide continued long-term support. The entire program – including all the sessions, were video-recorded to provide a distance learning option for use in ongoing training so that the program will continue on past the grant years well into the future. Assessments of each speaker, each segment and the overall workshop were conducted in various ways to tease out specific information on attitudes, skills and also age, income and other demographics. Baseline data was collected prior to the workshops and compared with follow up information collected post workshops at specific intervals.

What opportunities for training and professional development has the project provided?

Type: Classroom-based course/workshop

Our program included: in classroom presentations and discussions, a mentor roundtable, in the field demonstrations and hands on exercises, and an up to 5 day apprenticeship/externship on a working farm.

10 educational events

104 participants

15 organizations

How have the results been disseminated to communities of interest?

Type: (other) event flyers, fact sheets, PSA's, print ads, web and e-mail promotions.

Incident to the trainings, we created fact sheets and flyers for initial outreach, public service announcements and online and print ads. Also surveys of potential participants were shared and pre-sign up questionnaires.

9 promotional items

What do you plan to do during the next reporting period to accomplish the goals?

This is our final report, so there is no future reporting period - however, the project is ongoing despite the end of the grant period. We video-recorded all our training sessions and will have them up on our website and partners websites for people to view. They can serve as a refresher for those who attended our training workshops, or as distance learning for those who

were unable to attend in person.

Participants

{Nothing to report}

Target Audience

Our target audience was people interested in building sustainable urban farms to provide fresh, healthy food to the community, in particular those in low-income, socially disadvantaged and limited resource areas of New Orleans, Louisiana. This means our target audience as predominantly African-Americans and other underserved populations in chronically economically depressed neighborhoods, including Native Americans; Hispanic Americans; Vietnamese Americans; other immigrants; transitioning fishermen, and farm workers. Additionally, we targeted certain new Orleans neighborhoods - 7th and 9th Wards, Algiers, Central City and New Orleans East, which are mainly inhabited by target audience communities. 100% of our participants came from these areas (with the exception of 3 participants who came from out of state). We held community outreach meetings prior to the workshops, hung flyers in churches and community centers, placed radio and print ads and also used local word of mouth to reach out to our target audience with great success. The result - over 70% target audience participation.

78 target audience participants

104 total participants

Products

{Nothing to report}

Other Products

Product Type

Audio or Video

Description

Apprenticeship/Internship

Product Type

Educational Aids or Curricula

Description

Classroom-based course/workshop

Product Type

Evaluation Instruments

Description

Field days/Farm visits/Trips

Product Type

Other

Description

(Fact Sheet)

Networking/Matchmaking Events

Changes/Problems

Type: Change in attitudes:

All of our reporting participants (63) each noted a change their attitude, knowledge, behavior, success and willingness to communicate with others following our trainings. Many also changed their practices to increase sustainable farming methods, and improve their business and marketing strategies. All said they increased their understanding of legal

requirements. Several started new farms, or expanded existing facilities. No one stopped farming.

Measured 1 years after training

63 participants affected by change

104 total participants