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Program Name: Beginning Farmer and Rancher

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Non-Technical Summary

The long term project goals are to increase success and sustainability of beginning farmers through education, training, mentoring and outreach activities that raise chances of self-employment in farming. The cornerstone of our community's food sustainability is local farmers' success. The project empowers the local farming production and stimulates entrepreneurial activity of socially disadvantaged farmers through innovative agricultural producer training and outreach. Socially disadvantaged farmers in Hawaii generally mean small farms. In the 19th century, the agricultural sector was dominated by sugar cane and pineapple. By the 1960s, agriculture was declining as foreign produce diminished market share. Opportunities for diversified agriculture and small farmers materialized. Although small farm activities may be relatively insignificant compared to larger corporate farms, their combined activities add up. The annual market value of this industry on Oahu was \$126,577,000. More families want to join the success stories, and there is interest among farm laborers to become farmers. Thus, 100% of program funds are allocated to address the needs of limited resource socially disadvantaged beginning farmers including refugees, immigrants and trafficking survivors. The project focuses on Oahu, the most populous island with about 950,000 of 1.2 million residents statewide. Each year, 150 beginning farmers will be served. Most of the target population beginning farmers specialize in fresh fruit and vegetables for Honolulu's market. The combined production value for fruit and vegetables (excluding pineapple) in 2009 was \$47,783,00 for Hawaii, with about 22% of production on Oahu. The total number of fruit and vegetable farms on Oahu was 232. In 2007, 4,813 of the 7,521 farms in Hawaii were small farmers comprising 63.99% of the total farm operators (2007 Census of Agriculture, National Agricultural Statistics Service, USDA). All of the target population is small farmers. The average age of farmers in Hawaii is 62. The project is vital to the future of diversified agriculture. Increasing the pool of viable small farmers and land access will impact the state's agriculture industry by disrupting the bottleneck of same ethnicity middlemen buyers and increase direct access to a broader range of venues for marketing and sales. The severity of conditions including limited land access and exploitation of farmers with limited English skills may be unique to Hawaii. However, the approach with adaptation may be transferable for assisting beginning farmers in other states, due to shared characteristics and barriers encountered. Barriers include limitations in English proficiency, land access, marketing, planning and business skills and access to resources. The approach involves ethnic community organizations, university agriculture and USDA expertise, and CBO collaboration for management of a holistic case management and business incubation to support the success of beginning farmers. Increasing the number of economically viable small farm producers on Oahu may increase levels

of food self-sufficiency from the current 10-15%.

Accomplishments

Major goals of the project

The project goal is to increase sustainability of beginning farmers. Success in agricultural self employment is increased by education, training, mentoring and outreach. Ten objectives should be realized by the first year's end: Disseminate project information about services offered through outreach to 1500 potential clients. Translate educational materials into Lao, Thai, Burmese, Vietnamese, Ilocano and Tagalog. Intake and formulate service plans with training and technical assistance for 200 clients. Provide entrepreneurship and business training including financial and risk management for 150 clients. Provide business and marketing plans for 150 clients. Provide diversification and marketing strategies for 100 clients. Provide education about impacts of concentration and globalization (production and marketing) for 75 clients. Provide outlets for produce of 75 clients. Provide strategies for land acquisition for 100 clients. Provide education about acquiring land from retiring farmers for 75 clients. Although most farmers know basics, business and land acquisition issues are barriers to long term viability. Clients need training and technical assistance in efficient farming methods to successfully market products and retain their customer base while ensuring their farmland remains productive. Access to credit is an essential supportive service provided by PGC. The loan program is not part of SBF so it is not included in the budget or part of matching funds. Without capital, clients are unable to invest in necessary inputs to produce higher value products or services to increase long term profitability, and leasing farmland is impractical. Cultural and language barriers are compounded by the market effect from larger farms that can achieve greater economies of scale and flood the market with lower cost products, often imported. Food security is enhanced by providing beginning farmers with the necessary knowledge, skills and tools to reach informed decisions for sustainable operations. Hawaii's isolated location means food security is critical to residents. The project provides information, training and technical assistance to clients through a case management model supplemented by an incubation method with access to PGC's programs, services and networks. Knowledge gained from the project will assist farmers, producers and their families in the U.S. because the model is replicable.

What was accomplished under these goals?

Goal 01: Outreach Activities to 1,500 potential clients

Goal achieved. Our promotional activities reached out to well over 1500 potential participants and clients. Translated promotional flyers in 7 languages were disseminated, promotions via online sources (outreach 30,000), Hispanic news (2,000), radio spot ads on KNDI "Voices from Around the World" in Spanish, Samoan, Tongan, Mandarin, Vietnamese, Laotian, Marshallese, Chuukese, and Ilokano. We had two live TV interviews in June 2013 promoting the summer Beginning Farmers program on KGMB/KHNL and KITV news. We participated in 2 small business college fairs as exhibitors at the Bank of Hawaii Kapiolani Community College 2012 Small Business Fair on Saturday, October 13, 2012 and Leeward Community College Small Business Fair on February 2, 2013. We distributed translated flyers at the Vietnamese Tet Festival on February 3, 2013; Myanmar New Year Festival on April 14, 2013 and several Filipino Fiestas.

Goal 02: Translate educational materials into Lao, Thai, Burmese, Vietnamese, Ilocano and Tagalog.

Goal achieved. The key new farmer's resource (21 pages) entitled, "Hawaii New Farmer Guide: How to Make Your First Farm a Success" was translated into Burmese, Chinese, Lao, Spanish, Thai, Tongan languages and uploaded onto the Pacific Gateway Center website to provide accessibility to all. We have learned from our Filipino farmers (Ilocano and Tagalog) that they all read and understood English and advised that funds would be better utilized with translation into other needed languages.

Goal 03: Intake and formulate individualized service plans (ISP) with training and technical assistance for 200 clients.

162 enrollees or 81% of goal was achieved.

Enrollment into the Success for Beginning Farmers program was based upon submission of completed intake forms. Intake for Thai farmers were more detailed as they were certified human trafficking victims. 92% of the active spring cohort and 87% of the active summer cohort submitted completed ISPs.

Goal 04: Provide entrepreneurship and business training including financial and risk management for 150 clients.

PGC surpassed goal with 162 clients.

The Thai cohort receives on-going, on-the-job business training from the bi-lingual case manager. They are keenly interested as this training directly relates to their livelihood and self-sufficient lives.

For the spring cohort, we contracted Ms. Rebecca Soon of Solutions Pacific and the summer cohort, we engaged Dr. David Bangert, Professor Emeritus from the University of Hawaii Shidler School of Business. Each cohort was given a separate workshop on risk management and financial record keeping for farmers including a template for a business plan and a model of a business plan based upon this template. These workshops took place on April 13, 2013 and August 10, 2013 respectively at which time materials were thoroughly covered.

PGC also partnered with the Patsy Mink Center for Leadership and Business that offered business counseling on July 25, 2013 with coaches 1 on 1 with both our spring and summer cohorts participants.

As part of the business training, Mr. Jason Shitanishi of the Hawaii Farm Services Agency played a part of the

entrepreneurship strand offering a workshops on farm loans and credit that are critical to business training.

Goal 05: Provide business and marketing plans for 150 clients

PGC surpassed goal with 162 participants. Business and marketing plans were implemented by the 24 Thai farmers currently farming and the 2 workshops on April 13, and August 10th respectively on the "Science and Art of Marketing your Farm's Products" by Community Development Specialist, Linda J. Cox, Ph.D., was offered to 138 beginning farmers. She provided a condensed marketing plan for a fictitious business, NoKaOi Candy so that the beginning farmers would have a model. Evidence of their understanding were reflected in the completed business plans that included a market analysis section (industry description; target market; distribution to target market; competitive analysis, and SWOT (Strengths, Weaknesses, Opportunities, Threats), and a strategic action plan were a part of the business plan template.

Goal 06: Provide diversification and marketing strategies for 100 clients

PGC exceeded goal with 162 clients. The Thai farmers with access to land are producing different varieties of tomatoes (cherry, grape heirloom), eggplant, cucumbers, squashes, beans (long, string, wing beans), okra, daikon, papaya, and avocado; value-added products such as banana chips and pickled vegetables. Their marketing strategy has succeeded in the first average annual income of \$48,000/family.

The majority of the beginning farmers have not yet started to farm but have acquired the knowledge and know how to develop marketing strategies.

Goal 07: Provide education about impacts of concentration and globalization (production and marketing) for 75 clients.

PGC surpassed goal with 110 clients.

There was a considerable amount of fundamentals to cover as part of basic training and globalization was touched upon in opening overview sessions. In addition, in October 2013, Beginning Farmers had the opportunity to view a film entitled "Seeds of Hope" produced by the Hawaii Rural Development Council. The movie covers a wide variety of topics the pressures of urban development and food access and security in a global context. There was a facilitated discussion after the film for farmer response and feedback.

The attached link is a summary of the discussion:

<http://www.hawaiirdc.org/seeds-of-hope-film/27-2/seeds-of-hope-at-pacific-gateway-center-oct-2013/>

Goal 08: Provide outlets for produce of 75 clients.

PGC surpassed goal with 80 clients.

The Thai cohort of 24 farmers produced about 500,000 pounds of fresh produce and developed marketing outlets with a major wholesale produce distributor, Nalo Farms, 2 CSAs, 1 Thai Restaurant. Beginning farmers' spring and summer cohorts, they are still waiting to farm but they have the knowledge of how to develop their marketing outlets as covered by the marketing strategy workshop with Dr. Cox.

Goal 09: Provide strategies for land acquisition for 100 clients.

PGC surpassed goal with 110 clients.

Key strategy for land acquisition to the immigrant (primarily non-English speaking) and socially-disadvantaged farmer to accessing land is the compelling need to support them in navigating through the system, e.g., helping them complete applications, support with business plans, and infrastructure needs, such as conservation plans, soils testing, etc.

Effective land acquisition strategy includes: 24 Thai farmers farming on 5 acres each. PGC also has recently signed leases or in final stages of lease negotiations for 85 acres on 3 islands; pending application for 100 acres of public trust land and 100 acres with the Hamakua Cooperative on the Big Island. Our plans are to notify 56 of our spring and summer "graduates" of our program of these recent opportunities to access farmland.

Goal 10: Provide education about acquiring land from retiring farmers for 75 clients.

PGC unfortunately did not attain this goal. PGC identified 3 retiring farmers whom, when initially approached, agreed with the suggestion. However, when it became time for serious discussion, they were not willing to share information indicating they had their own plans for succession.

Goal 11: Provide innovative farm transfer strategies to 75 farmers.

PGC did not attain this goal. As Goal 10 was not fulfilled regarding acquisition of land from retiring farmers, we were not unfortunately able to proceed with Goal 11.

Goal 12: 75 farmers will learn about model land leasing contracts.

PGC surpassed goal with 80 clients.

The Thai farmers went through subleasing land process. Spring and summer cohorts had workshop sessions with practicing attorneys on May 11, July 27, and August 14 on business basics, forming entities, leases, and licensing.

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

Success for Beginning Farmers offered the following training that consisted of workshops, consulting, curricula development, farm visits, financial assistance, information service, network facilitation, on-site demonstrations, discussion, and reflection:

First cohort: 24 Thai farmers (12 couples with family members): on-going, continuous technical assistance conducted in the Thai language in all aspects of farming in the United States including required agricultural regulations, both federal and

state. Training is on site at PGC Kunia Farms. Specific, interpreted training included: 8/25/12 Pesticide training by Donna Meyer, College of Tropical Agriculture University of Hawaii (CTAHR) with 24 participants; 1/29/13 Food Safety by staff members of CTAHR; 2/13/13 Pesticide safety with the State Department of Agriculture; 2/13/13 Marketing session with branding information with Michael Opgenorth, Research Statistician Market Analysis and News Branch, State Department of Agriculture; 8/25/13 Farmer Resource Workshop covering pesticide use and certification, farm food safety, farm lease opportunities, farm loans and conservation programs, and the reimbursement transportation cost payment program (RTCP). **Second and third cohorts:** technical training in both farming and entrepreneurship that included building business literacy skills to run a successful farm. This training was enriched by 4 field trips to exemplary farms including dialogue and sharing of ideas and resources with successful practicing farmers. The training consisted of a 2-month weekly program, each session 3 hours in length. The spring session took place March 14 - May 28, 2013 and summer June 15 - August 24, 2013. Using a two-pronged approach, topics covered included:

Technical assistance strand:

Why farming? Do I have what it takes? A personal assessment
 What is successful farming in Hawaii? What are the barriers to farming?

What are the initial start-up costs?

Introduction to family farms and agricultural partnerships

Basic concepts in soil fertility and nutrient management

Pesticides and integrated pest management

Food safety

Permaculture, hydroponics, aquaponics and vermicomposting

Organic and niche farming

Water access and water catchment systems

Livestock farming

Post-harvest technologies

Entrepreneurship strand:

What is entrepreneurship?

Financial record-keeping

Credit and Microloans for small farms

The science and art of marketing your farm's products

How to write a business plan

Land leases, land acquisition, and licensing

In addition to the above, various farmers resources workshops and educational offerings by other organizations were made available during the course of our workshops and all participants on a listserv to receive announcements of on-going training offered by the agricultural community.

How have the results been disseminated to communities of interest?

Results of the program have been disseminated in a number of ways:

1. **Success of the spring cohort.** We developed a meaningful relationship with the Tongan radio announcer inspired by the strong representation by the Tongan community in our spring cohort. Instead of a "read announcement" PGC was invited to do a live interview on 5/22/13, one week prior to "graduation" in which 3 Tongan participants talked about their positive experiences with the program to the Tongan listening community. This was a critical means of communication and dissemination as the majority of our Tongan community are without computers or without computer skills for communication. In addition, two live TV interviews were conducted on local television stations with interviews with participating farmers of the spring cohort on how the training made a difference in their lives.

2. **Sustainable and Organic Program Conference.** On 9/25/13, PGC was invited to be on a panel for this program on beginning farmers' training sponsored by the University of Hawaii College of Tropical Agriculture and Human Resources. We were asked to talk about the program and its outcomes. Included were beginning farmers from both spring and summer cohorts to share positive impact on the training for them as farmers.

3. **Hawaii Rural Development Council (HRDC).** Due to our beginning farmers' training program, HRDC contacted PGC regarding the showing of its film, "Seeds of Hope," to our beginning farmer cohorts.

4. **Beginning Farmers and Ranchers Development Conference in McAllen, Texas.** In November 2013, PGC did a poster session on our program at the national conference sharing the purpose of our program targeted audience, approach to training, outputs, key measurable impacts and success stories.

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

{Nothing to report}

Participants

Actual FTEs for this Reporting Period

Role	Faculty and Non-Students	Students within Staffing Roles			Computed Total by Role
		Undergraduate	Graduate	Post-Doctorate	
Scientist	0	0	0	0	0
Professional	5	0	0	0	5
Technical	6.6	0	0	0	6.6
Administrative	4.1	0	0	0	4.1
Other	5	0	0	0	5
Computed Total	20.7	0	0	0	20.7

Target Audience

Asian/Pacific Islander represents the most significant percentage of our target audience. This is the broadest category that subsumes immigrant farmer, limited resource, non-English speaking, and socially disadvantaged farmer, all of whom are part of our target audience.

Our program, Success for Beginning Farmers, consisted of technical training in both farming and entrepreneurship. The level of farming background ran the gamut from no farming experience to beginning farmer experience as defined as 5 years or less.

Thai cohort: 24 Thai farmers (12 couples with derivative family members) who were all victims of human trafficking in 2012. This first cohort needed special services given their circumstances so they were assigned a bi-lingual case manager (Thai speaking) who is also a practicing farmer. These farmers qualify as Asia-Pacific, immigrant, low-income, limited-resource, non-English speaking clients.

Spring cohort (March - May 2013) and Summer Cohort (June - August 2013) were all provided 2-month training program covering technical assistance in farming and building business literacy skills enriched by farm field trips and dialogue with practicing farmers.

The spring cohort demographics consisted of:

57% Tongans

27% Locals -- English speaking

4.5% Burmese -- English speaking

4.5% Chinese -- One English speaking and assisted the other

4.5% Spanish and 2.2% Filipino -- English speaking

A Tongan interpreter was provided throughout the 2-month session. 48% of this cohort is low-income; 82% limited resource

The summer cohort statistics consisted of:

62% local

4.7% Micronesian

4.7% Burmese

9.5% Lao/Thai

4.7% Chinese

12% Filipino

2.3% Spanish

All participants in the summer cohort were English speaking. 29% of the summer cohort is low-income and 57% limited resource farmers.

Products

{Nothing to report}

Other Products

Product Type

Other

Description

The Success for Beginning Farmers had the following significant products achieved as outcomes of its educational training and program:

- 1) Translation into 6 languages the Hawaii New Farmer's Guide: How to Make Your First Farm a Success into Burmese, Chinese, Lao, Spanish, Thai, and Tongan. This key guide book for Beginning Farmers was developed by GoFarm Hawaii program of the University of Hawaii Windward Community College and by the Oahu Resource Conservation and Development Council. It is published on the Pacific Gateway Center website: www.pacificgatewaycenter.org
2. Handouts, powerpoints, models, fact sheets, educational aides, worksheets, and other print and on-line resources as part of its curricula prepared by professors at the University of Hawaii College of Tropical Agriculture and Human Resources as well as by specialists from other partnering organizations that were provided to participant.

The New Farmer's Guide in 7 languages (including English) and curriculum materials are shared online on Start2Farm website.

Changes/Problems

PGC learned that with the immigrant population, we needed more resources for translation and communication. The majority of the immigrant population lacks computers and computer literacy skills for effective communication. In addition, one of the key issues for Beginning Farmers' training in our situation was a lack of land for the participants to have hands-on training and should we be granted future funding, we will partner with a practicing farmer who might be willing to share some of his/her property for the purposes of training.

A beginning farmers training program needs more than a one year program to see the outcomes of the training.