

The background features a stylized landscape. The top half consists of several overlapping, semi-transparent green triangles of varying shades, creating a mountain range effect. The bottom half is a solid, bright orange field. The text is centered in the orange field.

Pacific Gateway Center Success for Beginning Farmers

CTAHR'S Sustainable and Organic Agricultural Program
September 25, 2013



USDA National Institute of Food and Agriculture

Increasing sustainability
of beginning farmers

Success for Beginning Farmers Program 2012-2013

- Why?
- What?
- Outcomes?



Why? Our Mission

Empower
immigrants,
refugees, and low-
income by building
skills so that they
may access
opportunities to
achieve self-
sufficiency.



Success for Beginning Farmers

Experience and need:
20% or 1 out of every 4
clients PGC services
are farmers and human
trafficking survivors
PGC is active in our
local agricultural
community committed
to farm-to-table and
sustainability
initiatives

PGC Farms:

71 acres in Kunia



Program Vision

SBF empowers local farming producers and stimulates entrepreneurial activity of socially disadvantaged farmers through meaningful training and outreach.



Outreach

- Target client populations (over 1,500)
- Publicity flyers in Burmese, Chinese, Korean, Lao, Thai, Samoan, Tongan, and Vietnamese
- HI Department of Agriculture
- KNDI Radio
- Online Hawaii Independent
- PGC website
- Word-of-mouth



How many responded?

- Total 140 registered
- Profile: families, homeless, unemployed, veterans, professionals, arts, service industry, small entrepreneurs in food industry, 2nd generation farmers, current farmers, law enforcement, health, retail, religion, etc.



Program

2 cohorts:

March 14 – May 28, 2013

And

June 15 – August 24, 2013

Two-month program

Once a week, 3 hours

Two-pronged:

Farming

Entrepreneurship

with

Farm visits and dialogue
with practicing farmers



Program

- 16 total workshops
- Attendance at 8 required with individualized service plan and business plan for a PGC Certificate of Completion





What do beginning
farmers need? . . .
to be successful?

SBF Program

Technical Farming
Knowledge



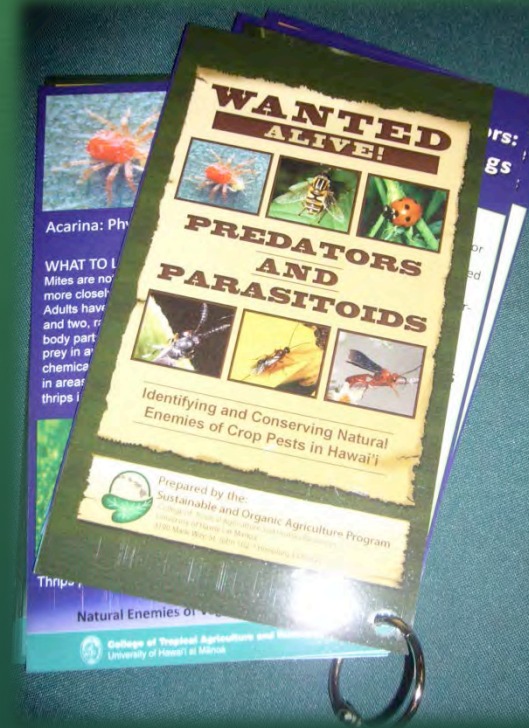
Entrepreneurship



SBF Program

Building and
sustaining a farming
community

Access to resources



SBF Program: Did it inspire changes?

Immediate Term

- Knowledge
- Attitudes/behavior
- Skills
- Desire to continue farming

Long Term

- Sustainable practices
- Business plan
- Start farming



Greatest Obstacles

- Access to land . . . Any retiring farmers?
- Navigating the system
- Limited English proficiency
- Funding and costs to farm
- Understanding landleases, requirements, regs

. . .



Why farm?

Connection to nature, earth, sustainability

- I love to farm, surrounded by nature, lead a sustainable life, grow and eat my own food
- I must grow crops or part of me is not fulfilled
- Passion and keen interest in hydroponics, aquaponics, permaculture, etc.
- Protect the planet

Connection to family and friends

- Farming brings the family together
- Fulfills my dad's wish
- My parents back home were farmers, good memories
- Provide and share food with 'ohana

Why farm?

Values

- Teaching others
- Leading a better life
- Having fun
- Continuing my talent
- Producing local food; organic food
- Improving health of community, friends and self

Next Steps

- Find land
- Write grants to access land, support prepping land and infrastructure – CIA grant
- Cultivate community partnerships

SBF Outcomes

- Outreach activities with information about project to over 1,500 potential participants
- 140 registrants; 56 “graduates”
- Translation of the April 2013 Hawaii Guide for New Farmers (Go Farm and O’ahu Resource Conservation and Development Council) in Burmese, Chinese, Lao, Spanish, Thai, and Tongan
- 6 hours training in entrepreneurship, risk analysis, financial recordkeeping, marketing strategies and potential outlets
- Basic understanding of land leases, legalities in starting one’s own business, one-to-one with business counselors
- 40 hours with farming experts; Visits to exemplary farms with different specialties, dialogue with practicing farmers



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