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

Elements of a Business Plan
- Core Definition, Function, and Activities
- Product Details, Analysis, and Pricing
- Target Market & Competitor Analysis
- Marketing Plan of Action
- Financial Analysis and Pro Forma
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
Pacific Gateway Center
www.pacificgatewaycenter.org
723-C Umi Street, Honolulu 96819
(808) 851-7010