

Multi-Lingual Farm Direct Marketing Workshop



March 2, 2004

PORTLAND-MULTNOMAH FOOD POLICY COUNCIL



Multnomah County
Maria Rojo de Steffey,
Commissioner



City of Portland
Office of Sustainable Development
Dan Saltzman, Commissioner
Susan Anderson, Director
Matt Emlen, Program Coordinator
Paul Rosenbloom, FPC Intern



This work was supported by the
USDA Risk Management Agency
(HPI-RMA Partnership
Agreement No. 03IE08310085).

In accordance with Federal law and US Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten building, 1400 Independence Ave SW Washington DC 20250-9410 or call (202) 720-5964. USDA is an equal opportunity employer

721 NW 9th Ave., Suite 350
Portland, OR 97209

503-823-7222
www.sustainableportland.org

Contents

Executive Summary	1
Workshop Planning	2
Background	2
Outreach and Marketing	2
Logistics	3
Budget	4
Implementation and Results	4
Goal: Provide training in farm direct marketing, introducing farmers to market outlets and sharing m arketing techniques and resources	4
Findings/Results	5
Goal: Build understanding of the interests and needs of immigrant farmers, exploring the creation of a regional immigrant farmer network, and providing input to the Food Policy Council	6
Findings/Results	6
Goal: Provide networking opportunities and establish a foundation for further exchange	7
Findings/Results	7
Conclusion and Follow Up	8

Appendices

Appendix 1. Background on Immigrant Farmers	9
Appendix 2. Workshop Agenda	11
Appendix 3. Workshop Agenda (Hmong)	12
Appendix 4. Workshop Agenda (Spanish)	13
Appendix 5. Workshop Flyer	14
Appendix 6. Workshop Flyer (Hmong)	15
Appendix 7. Workshop Flyer (Spanish)	16
Appendix 8. Organizations Represented	17
Appendix 9. Planning Committee Members	17
Appendix 10. Logistics Evaluation	18
Appendix 11. Summary of Regional Immigrant Farmer Network session	18

Executive Summary

The City of Portland and Multnomah County Food Policy Council convened a coalition of community partners to host a one-day farm direct marketing workshop for immigrant farmers.

Held on March 2, 2004, the event was designed to:

- Provide training in farm direct marketing, introducing farmers to market outlets and sharing marketing techniques and resources;
- Build understanding of the interests and needs of immigrant farmers, exploring the creation of a regional immigrant farmer network, and providing input to the Food Policy Council;
- Provide networking opportunities and establish a foundation for further exchange.

The workshop attracted over 90 attendees including 39 Hmong farmers, 5 Hispanic farmers, 1 Somali Bantu farmer and 5 Cambodian farmers. Over 25 agencies, non-profit organizations and businesses from the city, county, state, region and around the country were also represented.

The event demonstrated that immigrant farmers are interested in networking and educational opportunities. Participants expressed need for support on a variety of issues including expanding farmers' market opportunities, technical or financial assistance, access to land, and access to translated material. Workshop organizers are planning follow-up activities.

The workshop was funded by the City of Portland and Multnomah County Food Policy Council, Heifer International and the U.S. Department of Agriculture Risk Management Agency, through a partnership with Drake University Agricultural Law Center.

Workshop Planning

Background

The Food Policy Council is an advisory panel to the Portland City Council and the Multnomah County Board of Commissioners. It promotes policies and programs that support a healthy regional food system.

FPC members identified a need for outreach to immigrant farmers in order to expand farm direct marketing opportunities and to better understand these farmers' needs. An educational workshop was chosen as an initial outreach activity, and FPC convened a committee of community partners to plan, implement and evaluate the event.



Ruma Perez of Hillsboro Chamber of Commerce discusses the program with a Latino farmer.

More information on immigrant farmer issues is provided in Appendix 1.

A list of committee members is provided in Appendix 9.

Outreach & Marketing

The event sought to attract a group of attendees who may not necessarily respond to conventional outreach methods such as event announcements in newspapers or through listserves. Outreach and marketing strategies included:

Recruiting participants through established networks and community leaders.

An important recruitment strategy was identifying cultural leaders to assist with outreach efforts. The Hillsboro Chamber of identified a cultural leader with strong ties to the Hispanic community in Washington County and who was willing to provide translation for two Hispanic farmers during the workshop. Leaders of the Hmong community were identified through The Hmong Unity Association of Oregon and the Hmong Association of Washington.

Translating outreach materials into Hmong and Spanish.

Event flyers were translated from English into Hmong and Spanish (Appendices 4 to 6). Flyers were sent out to immigrant farmers whose contact information was supplied to the outreach committee by area farmers' market managers. Agendas were translated and distributed to event attendees on the day of the event.

Distributing press releases and public service announcements to local media sources.

Press releases and public service announcements were distributed to niche media outlets such as *The Asian Reporter* and *The Capital Press* newspapers and local Hispanic radio stations. Both newspapers featured the event in the community calendar section and the public service

announcement was aired on radio stations. Event evaluations indicated that farmers learned of the event from a variety of sources: family or friends, e-mail, the newspaper, farmers' market managers and from the event flyer.

Logistics

Location:	Brentwood-Darlington Community Center in Southeast Portland.
Date:	March 2, 2004
Time:	9:00 am to 4:30 pm (agenda is attached).
Cost:	Free
Lunch:	A lunch prepared by a Hmong caterer was provided free of charge to participants.
Interpretation:	The entire workshop was interpreted into four languages.

Budget

Strong volunteer participation was critical for organizing the event and keeping costs low.

- Committee members contributed over 65 hours just in planning meetings for the event. They contributed considerable hours outside of meetings scheduling speakers, raising awareness about the event, and making logistical arrangements.
- All of the speakers contributed their time for the event.
- Volunteers provided interpretation for Latino, Cambodian and Somali-Bantu participants.
- Amanda Rhoads, a Portland State University graduate student volunteered as the volunteer coordinator for the event, directing a team of 5 volunteers throughout the day.

Two factors were critical in leveraging this volunteer support. FPC member Betty Izumi provided strong leadership for the committee, and FPC intern Paul Rosenbloom provided coordination and additional support handling logistical details.

The major expenses for the event were rent (under \$400), interpretation (7 hours at \$35 per hour), and refreshments. Heifer provided lunch for all participants at a cost of \$750. Additional refreshments were donated by New Seasons Market and World Cup Coffee & Tea. A simple copied flier kept marketing costs low. Farmers markets contributed by distributing these to their vendors.

There was no registration fee for farmers or other participants.

Implementation & Results

The workshop was successful in terms of both attendance and overall response of participants:

- Over 90 people attended including 39 Hmong farmers, five Hispanic farmers, one Somali Bantu farmer and five Cambodian farmers. Over 25 agencies, non-profit organizations and businesses from the city, county, state, region and around the country were also represented.
- Of the 44 program evaluations received, 95% rated the workshop as good or excellent.



Hmong translation during a breakout session.

Below is a description of how the workshop met its three goals of providing education, generating input and providing networking opportunities:

Goal: Provide training in farm direct marketing, introducing farmers to market outlets and sharing marketing techniques and resources



Translating into Cambodian.

Event organizers established three learning objectives for farmers attending the workshop:

- Learn about a range of direct farm opportunities;
- Develop a better understanding of rules and regulations related to farmers' markets;
- Learn about markets trends and marketing tools.

Three workshop sessions addressed these objectives:

Expand Your Farm Direct Marketing Options:

Moderated by Scott Exo, Executive Director of The Food Alliance, this opening panel provided an overview of farm direct marketing opportunities. It included two Hmong farmers and an Hispanic Community Supported Agriculture farmer. A purchasers perspective was presented by an institutional

purchaser and restaurant owner with experience buying from local sources. The panel presentation was followed by a question and answer period.

Success at the Farmers' Market:

Presented by Suzanne Briggs (Oregon Farmers' Market Association) and Dianne Stefani-Ruff (Portland Farmers' Market) this session addressed how to participate in farmers' markets. Topics covered included rules and regulations and food safety and how vendors are selected. The speakers emphasized the importance of diversifying products offered at the markets, explaining that managers are looking for vendors selling products that are not already in the market.

Break-out Session:

The day ended with a series of Break-Out sessions that featured tables and speakers on institutional purchasing, community supported agriculture, Selling to restaurants, farmers' markets, smart marketing and soliciting farmer input. The break out sessions provided attendees with an opportunity for smaller group discussion.



Sheena Xiong translates Dianne Stefani- Ruff's farmer's market presentation into Hmong

Findings/Results:

- ❑ The direct marketing overview panel generated questions on a variety of subjects including both marketing and farming practices, such as irrigation.
- ❑ Farmers expressed interest in expanding participation in farmers' markets. One Hmong farmer said she felt discriminated against when Hmong farmers are told they need to offer products that aren't already sold at the market. She sees many non-Hmong farmers selling similar products.
- ❑ Several farmers' market managers attended the event and later reported an increase in applications from immigrant farmers.
- ❑ Preliminary discussions were held regarding the development of a Hmong cooperative Community Supported Agriculture farm.

Goal: Build understanding of the interests and needs of immigrant farmers, exploring the creation of a regional immigrant farmer network, and providing input to the Food Policy Council

Two sessions of the workshop focused on gathering input from participants:

Creating a Regional Network:

Colleen Donovan, Program Manager for Heifer International's Pacific Northwest Regional Office, led a session that explored development of an infrastructure to inform and organize immigrant farmers in the Pacific Northwest. Participants heard about similar efforts in other parts of the county.

Break-out session:

The Food Policy Council had a break-out table where participants could discuss policy issues or interactions with government.



Talking it over.

Findings/Results:

Participants shared their ideas regarding support and information exchange among immigrant farmers. (Please see attached summary for a more detailed list of responses)

Participants identified a variety of needs:

- Marketing assistance:** Access to direct marketing opportunities on a year-round basis, educational assistance with direct marketing techniques
- Language support:** Translated materials on a variety of topics including farming, food safety, and small business management.
- Land:** Assistance securing land. (Interest was expressed in identifying available public land).



Colleen Donovan of Heifer International leading a session on "Creating A Regional Network."

- Access to information and resource sharing:** Continued programming support for educational events and programming
- Assistance in influencing policy makers:** Bringing immigrant farmer issues to the attention of those who influence policy.

Participants said they had knowledge and experience to share including:

- Practical training and production-related advice
- Recipes to help promote products
- Connections with government agencies
- Consumer education strategies
- Event coordination and record keeping

In terms of priority activities for a regional network, the top responses included:

- Learning how to influence policies and decision-making
- Training and workshops to build skills in marketing, cultural training and organic production
- A variety of activities such as creating a farm center, holding potlucks and tasting parties, identifying farm mentors, and establishing closer relationships with government agencies.

Goal: Provide networking opportunities and establish a foundation for further exchange.

The event emphasized future partnership and exchange:

- Opening remarks from the Food Policy Council and County Commissioner Maria Rojo de Steffey underscored public interest in the needs of immigrant farmers. Each cultural group present was recognized at the beginning of the workshop.
- The participation of USDA Risk Management Agency, farmers' markets, and other government and nonprofit agencies demonstrated the commitment of these organizations to provide assistance to immigrant farmers.
- As described above, the workshop asked for input on the creation of a regional network of immigrant farmers.

Findings/Results:

- Registrations from the event yielded a mailing list for future outreach efforts to immigrant communities.
- Thirty-four names were listed on the sign up sheet for a regional immigrant farmer network.
- Planning the workshop created a partnership of organizations and cultural leaders interested in working with immigrant farmers. It connected Portland area efforts with colleagues in four other states.

- One Hmong farmer offered to serve as a liaison to her community.
- Following the workshop, Food Policy Council, Friends of Zenger Farm and the Neighborhood Pride Team developed a grant proposal that included working to increase farm direct opportunities for immigrant farmers. A Hmong farmer who attended the event submitted a letter of support for the proposal
- Linkages were initiated and deepened: i.e. the marketing coordinator from ALBA in Salinas visited the Hmong American Community Small Resource Training Center in Fresno the following week.
- A senior Capstone project at Portland State University has taken on the task of identifying vacant and available public lands to determine where available farming opportunities exist in the city.

Conclusion and Follow Up

After the workshop, the planning committee agreed on follow-up activities.

- Convene a follow-up workshop in 2005.
- Include immigrant farmers in FPC discussions on direct marketing, institutional purchasing, and land use.
- Share results of the workshop with elected officials and work with economic and community development agencies to identify partnership opportunities.
- Translate informational materials.
- Investigate ways to connect immigrant farmers with affordable public or private land.
- Continue developing an immigrant farmer network and providing training opportunities.

Appendix 1: Background on Immigrant Farmers

As the immigrant population grows throughout the United States, issues of diversity, inclusion and cultural awareness continue to become more important to local policy makers. The agricultural skill and passion exhibited by immigrant and refugee farmers are accompanied by significant challenges, including language, cultural, educational and material barriers. Immigrant and refugee farmers often experience difficulty in accessing technical services, credit, land, and other resources integral to achieving a successful farm business. Government agencies and other farm programs that provide critical services and support to small farmers may not have the language or cultural skills to effectively work with these populations. Conventional strategies to manage the risks associated with agricultural production, marketing, financial, legal and human resources do not necessarily work for immigrant and refugee farmers.

The immigrant and refugee farming community is a fast growing population. While the USDA Census of Agriculture 2002 shows a decline in the number of Anglo farmers, the number of Hispanic/Latino farmers has increased by 50.8%, from 33,450 in 1997 to 50,443 in 2002.¹ Asian farmers now number more than 8,000. Though figures for African farmers are not available through this census, experience among service providers and immigrant farming advocates indicates a rise among these populations as well.²

Several factors may contribute to continued increase in numbers of immigrant farmers. For example, an estimated 60% of farmworkers in the U.S. are foreign-born, and many of these individuals may apply the experience gained as farm laborers to start their own farm operations. Additionally, thousands of refugees will be arriving over the next few years from traditionally agrarian cultures. Fifteen thousand Hmong will be arriving from refugee camps in Thailand,³ and 12,000-15,000 Somali Bantu refugees are scheduled to arrive from Kenyan refugee camps during 2004.⁴ Previous Hmong refugees have already demonstrated an aptitude for farming (despite the lack of services) in the U.S., and projects are exploring ways to involve Somali Bantu in new agricultural opportunities.

Oregon is currently home to nearly 3,000 Hmong, a group numbering 300,000 nationwide making Oregon home to the seventh largest Hmong population in the country⁵. Traditionally swidden agriculturalists in mountainous terrain, the Hmong were forced to leave their homes in the wake of the Vietnam War where they had assisted US troops. Once in the U.S. many Hmong sought farming as a familiar and semi-independent livelihood. Despite huge challenges, many have succeeded: selling Asian vegetables, flowers and fruit at farmers markets, farm stands and wholesalers around the country. Projects working with Hmong farmers can be found in California, Minnesota, Wisconsin, Washington, Georgia, North Carolina, and Massachusetts. Discussions with local refugee resettlement organizations in the Portland metro area indicate that up to 10 Hmong families will be resettled in the area over the summer.

In addition, up to 250 Somali Bantu refugees will be resettled here within the next year. According to the National Somali Bantu Project at Portland State University, the Bantu have a long history of farming. The project intends to raise awareness of opportunities to farm in urban settings thereby increasing their food security in the short-term and creating possible agriculture-related employment and income in the years to come.

(continued on next page)

As the population of immigrant farmers continues to grow across the country and throughout the region, agriculture related organizations must support their efforts. The opportunities for economic development, increased food security and greater social cohesion across cultures are significant. These efforts will meet their greatest potential when relevant organizations collaborate to enhance opportunities for immigrant farmers to succeed.

¹ 2002 US Census of Agriculture.

² Programs now targeting African farmers include the University of Maryland Small Farms Institute (Maryland); the New American Sustainable Agriculture Project (Maine); the Southside Community Land Trust's Farm Incubator Program (Rhode Island); the New Entry Sustainable Farming Project (Massachusetts); Growing Power (Wisconsin); and the National Somali Bantu Project (Oregon), among others.

³ *U.S. Reverses, Lets Hmong Exiles Resettle*, Marc Kaufman, Washington Post, December 22, 2003, Page A3.

⁴ Office of Refugee Resettlement Report: 2003 National Consultation Somali Bantu Planning Workshop, p. 1.

⁵ <http://www.hmongstudies.org/50statbyrani.html>

Appendix 2: Workshop Agenda

Farm Direct Marketing Workshop

Tuesday, March 2nd, 2004, 9:00 a.m. – 4:30 p.m.

I. Agenda

- 9:00 Welcome**
Rosemarie Cordello, Portland Multnomah Food Policy Council
- 9:30 Expand Your Farm Direct Marketing Options
Facilitator: Scott Exo, Food Alliance
Panel speakers
Joe McGarry, Institutional purchaser, Intel
Lyn Jacobs & Juvencio Argueta, Community Supported Agriculture Farmer, La Finquita del Buho
Kaleng Moua, Farmers' Market Vendor, Kaleng's Produce
Yee Her, Lucky Farm
David Yudkin, Restaurateur, Hot Lips Pizza
- 10:45 Break
- 11:00 Question and Answer with Panel**
- 12:00 Lunch**
- 1:00 Success at the Farmers' Market**
Dianne Stefani-Ruff, Portland Farmers' Market
Suzanne Briggs, Oregon Farmers' Market Association
- 2:00 Creating a Regional Network**
Colleen Donovan, Heifer International
- 2:45 Break
- 3:00 Break-out Sessions**
Facilitator: Suzanne Briggs, Oregon Farmers' Market Association Institutions
TBD
- Community Supported Agriculture**
Polly Gottsman and James Just, Pumpkin Ridge Gardens
Lyn Jacobs and Juvencio Argueta, La Finquita del Buho
- Restaurants**
Debby Sohm, Farmer-Chef Connection and Kevin Drake, Food for Thought Cafe
- Farmers' Market**
Dianne Stefani-Ruff, Portland Farmers' Market
- Smart Marketing**
Janne Stark, Portland Farmers' Market
- Farmer Input**
Rosemarie Cordello, Portland Multnomah Food Policy Council
- 4:30 Closing

In accordance with Federal law and US Department of Agriculture policy, we do not discriminate on the basis of race, color, national origin, sex, age or disability.

Appendix 3: Workshop Agenda (Hmong)

Qhia Txog Kev Muag Khoom Ntawm Lub Kiab Khw Tshav Puam

Hnub Tuesday, Lub Peb Hlis Ntuj Hnub Tim 2, 2004, 9:00 sawv ntxov – 4:30 tsaus ntuj

I. Yuav Muaj Li Cas

- 9:00 Tos Txais Neeg**
Rosemarie Cordello, Portland Multnomah Food Policy Council (Portland Multnomah Kev Cai Txog Zaub Mov Pawg Sab Laj)
- 9:30 Ncav Koj Txoj Kev Muag Khoom Ntawm Lub Kiab Khw Tshav Puam**
Tus Kws Coj Kev: Scott Exo, Food Alliance
Cov Neeg Hais Lus
Joe McGarry, Tus neeg yuav khoom rau lub Koom Haum, Intel
Lyn Jacobs & Juvencio Argueta, Cov Neeg Uas Ua Teb Rau Koog Zej Zog (Community Supported Agriculture), La Finquita del Buho
Kaleng Moua, Ib Tug Kws Ua Teb, Kaleng's Produce
Yee Her, Lucky Farm
David Yudkin, Tus Kws Ua Lab Noj Mov, Hot Lips Pizza
- 10:45 Lub Sij Hawm So**
- 11:00 Kev ntxig nug thiab Tau Lus Teb los ntawm Pawg Neeg no**
- 12:00 Noj Su**
- 1:00 Txoj Kev Kom Tau Paj nyob ntawm lub Kiab Khw Tshav Puam**
Dianne Stefani-Ruff, Portland Farmer's Market (Portland Lub Kiab Khw Tshav Puam)
Suzanne Briggs, Oregon Farmer's Market Association (Lub Koom Haum Rau Lub Kiab Khw Tshav Puam)
- 2:00 Tsim ib lub Koom Haum**
Colleen Donovan, Heifer International
- 2:45 Lub Sij Hawm So**
- 3:00 Tej Kev Kawm**
Tus Kws Coj Kev: Suzanne Briggs, Oregon Farmer's Market Association (Lub Koom Haum Rau Lub Kiab Khw Tshav Puam)
Cov Koom Haum
TBD
Koog Zej Zog Tej Kev Pab Ua Liaj Ua Teb
Polly Gottsman thiab James Just, Pumpkin Ridge Gardens
Lyn Jacobs thiab Juvencio Argueta, La Finquita del Buho
Cov Lab Noj Mov
Debby Sohm, Farmer-Chef Connection thiab Kevin Drake, Food for Thought Cafe
Lub Kiab Khw Tshav Puam
Dianne Stefani-Ruff, Portland Lub Kiab Khw Tshav Puam
Kev Muag Khoom
Janne Stark, Portland Lub Kiab Khw Tshav Puam
Cov Neeg Ua Teb Kev Sib Tham
Rosemarie Cordello, Portland Multnomah Food Policy Council (Portland Multnomah Kev Cai Txog Zaub Mov Pawg Sab Laj)
- 4:30 Kev Xaus**

Raws li Tuam Tseem Fwv txoj kev cai thiab Teb Chaws Amelikas lub Rooj Tsav Xwm rau Kev Ua Liaj Ua Teb (US Department of Agriculture) tej cai, peb tsis xaiv leej twg ntsej muag vim lawv yog ib haiv neeg twg, muaj xim nqaij tawv li cas, tuaj lub teb chaws twg, yog poj niam los sis txiv neej, muaj hnub nyooq li cas los sis xiam hoob khab.

Appendix 4: Workshop Agenda (Spanish)

Taller de Mercadotecnia Directa del Campo

Martes, 2 de marzo del 2004, 9:00 a.m. – 4:30 p.m.

I. Agenda

- 9:00 Bienvenida**
Rosemarie Cordello, Portland Multnomah Food Policy Council (consejo de política de alimentos de Portland Multnomah)
- 9:30 Expanda Sus Opciones de Mercadotecnia Directa del Campo**
Facilitador: Scott Exo, Food Alliance (alianza alimenticia)
Panel de oradores
Joe McGarry, Comprador institucional, Intel
Lyn Jacobs y Juvencio Argueta, Agricultor de Community Supported Agriculture (agricultura apoyada por la comunidad), La Finquita del Buho
Kaleng Moua, Vendedor en Mercado de Agricultores, Kaleng's Produce
Yee Her, Lucky Farm
David Yudkin, Dueño de Restaurante, Hot Lips Pizza
- 10:45 Descanso**
- 11:00 Preguntas y Respuestas con el Panel**
- 12:00 Almuerzo**
- 1:00 Éxito en el Mercado de Agricultores**
Dianne Stefani-Ruff, Portland Farmers' Market (mercado de agricultores de Portland)
Suzanne Briggs, Oregon Farmers' Market Association (asociación de mercados de agricultores de Oregon)
- 2:00 Formando una Red Regional**
Colleen Donovan, Heifer International
- 2:45 Descanso**
- 3:00 Sesiones Divididas**
Facilitadora: Suzanne Briggs, Oregon Farmers' Market Association (asociación de mercados de agricultores de Oregon)
- A. Instituciones**
TBD
- Community Supported Agriculture (agricultura apoyada por la comunidad)**
Polly Gottsman y James Just, Pumpkin Ridge Gardens
Lyn Jacobs y Juvencio Argueta, La Finquita del Buho
- Restaurantes**
Debby Sohm, Farmer-Chef Connection y Kevin Drake, Food for Thought Cafe
- Farmers' Market (mercado de agricultores)**
Dianne Stefani-Ruff, Portland Farmers' Market (**mercado de agricultores de Portland**)
- Mercadotecnia Inteligente**
Janne Stark, Portland Farmers' Market (**mercado de agricultores de Portland**)
- Opinión del Agricultor**
Rosemarie Cordello, Portland Multnomah Food Policy Council (consejo de política de alimentos de Portland Multnomah)
- 4:30 Cierre**

Conforme a la ley Federal y a la política del Departamento de Agricultura de E.U. (US Department of Agriculture), no discriminamos en base a la raza, el color, origen nacional, sexo, edad ni discapacidad.

Appendix 5: Workshop Flyer

Farm Direct Marketing Workshop

Learn how to sell more produce and increase your farm profits!

Who should attend? Farmers
 Community Members and Leaders
 Farmers' Market Managers
 Restaurant Buyers

Learn how to: Expand your MARKETING options
 Increase profits at the FARMERS' MARKET
 Sell your produce to RESTAURANTS and SCHOOLS
 Start a COMMUNITY SUPPORTED AGRICULTURE program
 Become CERTIFIED organic

Tuesday ~ March 2, 2004

9:00 am to 4:30 pm

Brentwood Darlington Community Center

7211 SE 62nd Ave, Portland, Oregon

Registration Cost - FREE

Pre-register by February 23, 2004

Workshop includes refreshments and lunch

Supporters

Hmong American Unity of Oregon, Washington Hmong Association, Friends of Zenger Farm, Mercy Corps Northwest, Oregon State University Extension Service
Portland State University National Somali Bantu Project
Oregon Farmers' Market Association, Portland Farmers' Market
Northwest Direct/Washington State University, Oregon Department of Agriculture



Portland-
Multnomah Food
Policy Council



☎ For more information, please call 503-233-8425.

FARM DIRECT MARKETING REGISTRATION

Name _____

Farm or Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Languages you speak _____

Please  your registration to: Multi-Lingual Direct Marketing Workshop c/o Matt Emlen,
City of Portland Office of Sustainable Development, 721 NW 9th Ave Suite 350, Portland, OR 97209-3447.

Appendix 6: Workshop Flyer (Hmong)

Rooj Cob Qhia Tub Qoob Loo Kev Muag Khoom

Kawm muag ntau hom qoob loo khoom noj thiab kom tau nqe zoo tsam peev!

Leej twg thiaj mus koom tau:

Cov tub ua qoob loo, tsoom thawj coj koom haum

Cov tub tsav xwm saib khw muag khoom tshav puma

Cov tub muas khoom rau Laab noj mov

Kawm txog:

- ✓ *Nrhiav kev nthuav lam luam kom dav ntiv*
- ✓ *Kev muag khoom kom tau nqe zoo nyob hauv tej khw tshav puam*
- ✓ *Kev muag nej tej qoob loo khoom noj rau Laab noj mov thaib Tsev kawm Ntawv*
- ✓ *Tsim khoakas txhawb kev ua liaj teb pab tub ua qoob loo*
- ✓ *Rias ua tub cog qoob loo organic kom tau*

HNUB: Tuesday ~ March 2, 2004

Sij Haum: 9:00 am txog 4:30 pm

CHAW: Brentwood Darlington Community Center
7211 SE 62nd Ave, Portland, Oregon

Nqe Sau Npe Mus Kawm – Kawm Dawb

Sau npe xa ua ntej lub 2 hli 23, 2004

Lub rooj cob qhia no lawv muaj dej haus thiab su noj

Cov Koom Haum Txhawb Nqa muaj:

Hmong American Unity of Oregon, Washington Hmong Association, Friends of Zenger Farm, Mercy Corps Northwest, Oregon State University Extension Service
Portland State University National Somali Bantu Project
Oregon Farmers' Market Association, Portland Farmers' Market
Northwest Direct/Washington State University, Oregon Department of Agriculture



Portland-
Multnomah Food
Policy Council



For more information, please call 503-233-8425.

FARM DIRECT MARKETING REGISTRATION

Name _____

Farm or Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Languages you speak _____

Please your registration to: Multi-Lingual Direct Marketing Workshop c/o Matt Emlen,
City of Portland Office of Sustainable Development, 721 NW 9th Ave Suite 350, Portland, OR 97209-3447.

Appendix 7: Workshop Flyer (Spanish)

Taller de Marketing en Directo para Agricultores *Aprenda a vender más de sus productos agrícolas y aumentar sus ganancias!*

Quién debe asistir? Agricultores
Miembros y líderes de la Comunidad
Gerentes de Mercados Agrícolas
Compradores para Restaurantes

Aprenda a: • Aumentar sus opciones de Marketing
• Aumentar sus ganancias en el Mercado Agrícola
• Vender sus productos a Restaurantes y Escuelas
• Iniciar un programa de Agricultura apoyado por la Comunidad
• Consiga la Certificación Orgánica

Martes ~ 2 de marzo, 2004
9:00 am a 4:30 pm
Brentwood Darlington Community Center
7211 SE 62nd Ave, Portland, Oregon

Precio de Registro - **Gratis**
Pre-registro antes del 23 de febrero, 2004
Refrescos y almuerzo están incluidos

Apoyado por:

Hmong American Unity of Oregon, Washington Hmong Association, Friends of Zenger Farm,
Mercy Corps Northwest, Oregon State University Extension Service
Portland State University National Somali Bantu Project
Oregon Farmers' Market Association, Portland Farmers' Market
Northwest Direct/Washington State University, Oregon Department of Agriculture



Portland-
Multnomah Food
Policy Council



Por más información, llame al 503-233-8425.

REGISTRO DEL TALLER DE MARKETING

Nombre _____
Granja u organización _____
Dirección _____
Ciudad _____ Estado _____ Código Postal _____
Teléfono _____ Correo Electrónico _____
Idiomas que habla _____

Por favor envíe su registro:
Multi-Lingual Direct Marketing Workshop c/o Matt Emlen,
City of Portland Office of Sustainable Development, 721 NW 9th Ave Suite 350,
Portland, OR 97209-3447.

Appendix 8: Organizations Represented

Agriculture and Land Based Training Association	Immigrant and Refugee Community Organization
Alberta Co-op Grocery	Mercy Corps Northwest
Asian Family Center	Multnomah County Commissioner, Maria Rojo de Steffy
Beaverton Farmers' Market	New Season's Market
Bon Appetit	Oregon Department of Agriculture, Food Innovation Center
Drake University Agriculture Law Center	Oregon Farmers' Market Association
El Principio	Oregon State University Extension Service
Farmer Chef Connection	People's Farmers' Market
Food Alliance	Portland Farmers' Market
Friends of Zenger Farm	Portland Multnomah Food Policy Council
Heifer International	Portland State University National Somali Bantu Project
Hillsboro Chamber of Commerce	USDA Farm Service Agency
Hillsdale Farmers' Market	USDA Risk Management Agency
Hollywood Farmers' Market	Washington Hmong Association
Hot Lips Pizza	
Idaho Office For Refugees	

Appendix 9: Planning Committee Members

Suzanne Briggs, Oregon Farmers' Market Association
Charlie Chang, Hmong Association of Washington
Vance Corum, NW Direct/Washington State University
Rosemarie Cordello, Portland/Multnomah Food Policy Council
Colleen Donovan, Heifer International
Matt Emlen, Portland Office of Sustainable Development
Holly Forrester, Mercy Corps NW
Betty Izumi, Oregon State University Extension, **Committee Chair**
Wisteria Loeffler, Friends of Zenger Farm
Paul Rosenbloom, Portland Office of Sustainable Development
Dianne Stefani-Ruff, Portland Farmers' Market
Daniel Van Lehman, National Somali Bantu Project, Portland State University

Appendix 10: Logistics Evaluation

Organizers of the event convened for a debriefing session shortly after the workshop. Considering feedback from various sources and impressions from the event, the following conclusions were made:

- A safe environment was fostered, a good mix of people allowed for healthy interactions
- The event successfully provided a huge networking opportunity for all attendees
- The space reserved for the event was too small, reflecting the outstanding outreach effort that preceded the event. Future workshops may require a larger space.
- There were challenges with the simultaneous translation and the pace of the event. Future events should have a more strategic audio component.
- Have flip chart at every table during breakout sessions. Previous groups questions will help spur the next groups questions
- Present Food Safety & Handling issues in a format that is appropriate for everyone. The website specific presentation may have been unintentionally exclusive
- Have questions written down and read during the Q&A session, group the questions according to topic or a common theme and answer comprehensively
- Use a wireless microphone
- Label tables by ethnic group to cluster translation
- Appropriate registration time on information sheet
- Longer breakout sessions

Appendix 11: Summary of the Immigrant Farming Regional Network Session

Colleen Donovan, Heifer International

Participants were asked to brainstorm about three things in relation to the formation of a regional network of groups and people working with immigrant farmers. Needs, assets (what they had to offer) and what would activities they would want. Each table then chose its top ideas to add to a sticky wall to capture their ideas. The below is a summary of what was posted in order of frequency.

What are the most important needs of Farmers, Organizations, Businesses?

- a. Increased market access – year round, more space, open 6 or 7 days per week (8)
- B. Land – leasing, help from the city to find land, access to free land (5)

- c. Technical Assistance/Education/Mentors (4)
- d. Financial Assistance – loans and grants (4)
- e. Language and Translation (3)
- f. Contact list for translators, translation of market rules and info, recipes, marketing materials
- g. Consumer education – on seasonality, ‘Marketing and customers to buy our produce’ (3)
- h. Contact list for immigrant farmers (1)
- i. Organization for Latino Farmers (1)
- j. More access to organic farmers (1)
- k. Support from USDA and other decision-makers, pro small farm policies (1)

What experience do you have to share with farmers and organizations?

- a. Practical training/tips (14)
- b. (irrigation, greenhouse, growing, planting, organic, using plastic, growing flowers, winter production, new crops)
- c. Sharing Recipes (2)
- d. Connection to and information about government agencies (2)
- e. Consumer education (2)
- f. Working with refugees (1)
- g. Farm Incubator formation (1)
- h. Event coordination (1)
- i. Farm (1)
- j. Record keeping processes, how to create/continue buyer relationship, educating potential buyers, research, talking same language/ right tone, keep it simple especially in communication (1)
- k. Sharing Information – for example record keeping, government agency processes, successes and challenges (Charlie Change, RMA/Drake Table) (1)

What Network Activities would best support your work?

- a. Policy Work – Learn the process of effective lobbying, how to influence policy decision makers (2)
- b. Training/Workshops – marketing, cultural training for market managers, growing organic food (2)
- c. Markets – more (in Portland) (1)
- d. Advertising through newspaper or radio (11)
- e. Funding – creative funding (1)
- f. Resource/Information Sharing (2)
- g. Creation of a Farm Center (2)
- h. Having farm advisors/mentors available for linking to government agencies (1)
- i. Community potlucks and tasting parties (1)
- j. Meetings, producer trainings, asking gov’t officials what they need to understand our needs, network to share instead of supplicating services, informal/formal, network of peers, power sharing (1)
- k. Bringing group together to identify other locations (1)