



United States
Department of
Agriculture

National Institute
of Food and
Agriculture



Fact Sheet

Projects Serving Hispanic/Latino Farmers and Ranchers

The following guidelines can help you develop a strong application – inclusive of materials and program delivery methods, that can improve the effectiveness of projects targeting Hispanic/Latino farmers and ranchers and other socially disadvantaged audiences.

Risk Management Education

Applicants must be able to place their proposed results within the five areas of risk that the Extension Risk Management Education (ERME) program covers while taking into account the culture and values of the target audience. This requires a solid understanding of their risk tolerance and how they perceive risk. Although production expertise may be a strength for this audience, education and tools to strengthen financial literacy and other risk management skills will be important for improving economic viability. Informing and educating Hispanic/Latino farmers and ranchers on local, state and federal policies and laws is also important to their economic survival. Whichever areas of risk applicants identify for this audience, addressing the variability as to how agricultural operations are established and maintained and the *variability* of long held cultural beliefs and practices will be instrumental to project success.

Application Guidelines and Key Criteria

Producer Risk Management Results –

1. Does your proposal identify risk management goals consistent within the context of cultural practices and traditions?
2. Do the proposed producer results align economic viability and profitability with culture and belief systems?
3. Will the producer results lead participants to make positive changes in socio/economic conditions?
4. Do the producer results reflect your project team and collaborators' knowledge of the economic risk issues specific to this audience?
5. How will your project address the importance of participants' culture while helping the participants to improve their profitability?
6. Do your proposed results match the size and scale of the operations that are your target audience?

Producer Demand – (Why will they come?)

7. What steps have been taken to assess the cultural values and beliefs of your target audience?
 - Understanding of gender roles and expectations?
 - Outreach and support of women producers?
8. How will you include them in the planning process?
 - Farmer/rancher mentors/peers?
 - Community advocates? (Latino educators/service providers/lenders?)
9. What kinds of relationships have been established with your target audience?

Results Verification

9. Evaluation methods that are culturally relevant and linguistically appropriate?
 - Bi-lingual?
 - Easy to understand?

Organizational Capacity and Collaborators

10. Does your organization have a solid understanding of the risk issues specific to this audience?
11. Do your team and collaborators have the capacity to adequately interpret and translate for the target audience the risk management education issues being addressed?
 - Consideration for language context?
 - Capacity for connecting the oral process into an appropriate written translation?
12. What is your history of working with socially disadvantaged audiences?

Program Delivery

13. Do you have a good grasp of culturally appropriate RME delivery methods and if not, how do you plan to address?
14. Will your program include?
 - Bi-lingual instructors from the Hispanic community?
 - Translators?
 - Cultural orientation for education/service providers unfamiliar with this audience?
 - “Ambassador” farmer/ranchers who speak on behalf of target audience within their communities?
 - USDA agencies?

Knowledge of Organizations Serving this Audience

15. What is your organization doing that is new or different with this audience?
16. Have you researched other programs and/or partner organizations who are currently serving this audience?
 - If what you are doing is similar, what efforts are being made to collaborate or to build upon risk management issues currently being addressed?