

**2021 California Underserved and Small Producer Grant Program
Project Abstracts of Awarded Projects**

Organization	Part 1 Award	Part 2 Award	Summary/Abstract
Asian Business Institute & Resource Center	\$ 150,000.00	\$0.00	<p>Asian Business Institute & Resource Center (ABIRC) will utilize its trusted partners and ethnic media to outreach to 150 South East Asian (SEA) farmers per year. Direct Technical Assistance (TA) will take place in Fresno, Merced and Sacramento counties, with four ABIRC staff members traveling to these sites to provide TA with filling out applications, assuring that farmers have the proper financial records to be eligible to apply to crisis relief opportunities. ABIRC will also leverage the combined networks of collaborative partners to reach small farms and socially disadvantaged farming communities across the state such as Lao Veterans to reach the older farmer community, and Lao Family in Merced and Sacramento. Additionally, the ABIRC team will work closely with the University of California Cooperative extension in Fresno and Sacramento, Community Alliance with Family Farmers and Kitchen Table Advisors. Additionally, ABIRC staff will provide hands on TA to help farmers with business certified in their county. Guidance will also be provided to establish sound financial records. Project activities and outreach strategy builds upon a) the established trust and existing relationships with hundreds of farmers and trusted messengers in the communities, b) work already done in the last twelve months hearing from and connecting with small and socially disadvantaged farmers adversely impacted by COVID, c) continuing to work collaboratively with public and private partners and d) support efforts with culturally competent technical assistance. These components have been critical to ABIRC's success in assisting underserved small scale through the pandemic so that they can access needed resources to sustain their small-scale farms.</p>

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<p>Agriculture and Land-Based Training Association</p>	<p>\$ 99,350.00</p>	<p>\$0.00</p>	<p>Agriculture and Land-Based Training Association (ALBA)'s Latino Immigrant Farmers Empowered through Access to Land, Technical assistance, Equipment and Resources (LIFE ALTER) project focuses on access to knowledge and resources that will drive farm enterprise success for Latino farmers. Lacking capital, English skills and formal education deters access to the education and resources necessary to establish an independent farm. This leaves farmworkers with few livelihood alternatives to low-paying contract field labor. To lead the initiative, ALBA's Community Outreach Coordinator will devote roughly 30 percent time serving as Covid Relief and Other Programs (CROP) Advisor. The CROP Advisor will screen opportunities, identify prospective programs, conduct outreach and workshops these opportunities. Interested Socially Disadvantage Farmers and Ranchers (SDFR) will then receive one-on-one assistance from the Advisor, program staff and partners, helping them clarify and navigate the application process. ALBA will convene with Kitchen Table Advisors and FarmLink to assess the broad array of public and private assistance directed at farmers, and to identify those that meet the needs of our start-up SDFR clients. ALBA will create a bi-lingual Resource Guide summarizing the programs and providing bi-lingual guidance on the application process with contact information of specific staff members who they may contact for assistance. Overseen by the Project Directors, the Resource Guide will be posted on ALBA's websites, social media with links being provided text and e-mail to our networks. A live document, the Resource Guide will be continually updated as new opportunities arise.</p> <p>ALBA will develop educational workshops based on information in the Resource Guide and deliver them to aspiring farmers in our Farmer Education Course, start-up farm owners in our Organic Farm Incubator as well as ALBA alumni farming in the region. For those interested in applying, the CROP Advisor and program staff will provide on-demand technical assistance to farmers either in-person, by phone or e-mail.</p>
<p>Community Alliance with Family Farmers</p>	<p>\$ 99,906.00</p>	<p>\$0.00</p>	<p>COVID-19 destabilized food supply chains and impacted farmers throughout California. In an effort to support small scale and socially disadvantaged farmers most impacted by the pandemic, and to reconnect local supply chains, Community Alliance with Family Farmers (CAFF) launched the California Family Farmer Emergency Fund (CFFEF) and provided direct marketing support to farmers to set up new supply channels early on in the pandemic. Over a year later, CAFF continues to see increasing demand from farmers for the technical support needed to pivot sales and adopt new market strategies in response to COVID-19.</p> <p>Under this grant, CAFF will expand farmer capacity to reach new markets and support farmer aggregation in the Central Valley, Sacramento Valley, Inland Empire, Bay Area, and Central Coast. CAFF proposes to relaunch the California Family Farmer Emergency fund to ensure socially disadvantaged farmers have much needed financial assistance and will provide one-on-one assistance to Spanish speaking farmers to apply for Federal aid through the Coronavirus Food Assistance Program (CFAP2). Efforts under this grant will prioritize outreach to Black, Indigenous, and People of Color (BIPOC) to ensure those most impacted by the pandemic are reached and to strengthen local food systems and farmers still attempting to stabilize in the wake of COVID-19.</p>

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California Certified Organic Farmers Foundation	\$ 65,000.00	\$100,000.00	<p>Since 2013, the California Certified Organic Farmers (CCOF) Foundation has provided education, technical assistance, and hardship grants to over a thousand small and mid-scale, socially disadvantaged organic farmers and Ranchers (SDFR) in California. Together with partner California Farmlink, the CCOF Foundation will offer bilingual (English/Spanish), culturally tailored business economic recovery/COVID-19 relief education and Hardship Assistance grants to small and midscale, SDFRs in California. The CCOF will work with long-time partner California Farmlink to deliver economic resilience technical assistance in in the form of an in-depth 10-week business course (also known as The Resilerator/ El Resilerador) which will cover: Business Formation, Labor, Land Tenure and Environmental Regulation, Accounting, Bookkeeping, Taxation, Credit, Cash Flow-, Short- and Long-Term Profitability, Value-Added Products, Legal Aspects of Sales and Marketing, and Insurance. CCOF will market, host, facilitate, and evaluate this course for 40 organic SDFRs in California. In addition, the CCOF Foundation will continue to provide relevant website and email news updates regarding COVID-19 Relief Funding (to our over 2,500 California based farm subscribers) and host an in-depth webinar that reviews how to find and apply for local, state and federal relief programs. CCOF will also leverage existing 'Bricmont Hardship Assistance' grant management infrastructure to make additional hardship assistance/COVID-19 relief grants to 40 of California's SDFR's.</p>
Kitchen Food Ventures	\$ 99,797.00	\$0.00	<p>Kitchen Food Ventures (KFV) will establish the "KFV's Farmers & Ranchers Taking Charge" to deliver business and financial development services including technical assistance to approximately 123 individual small-scale, mid-scale and socially disadvantaged farmers and ranchers needing assistance with applying for economic relief grant programs and assistance with business planning and marketing strategies in response to COVID-19. All farmers are engaged in farming operations in the high desert of Southern California known as the farming community for Southern California, with 20 other neighboring communities, encompassing two counties. Sixty eight percent of these farmers have limited business and financial training, and at present are not aware of the numerous COVID-19 grants and loans available to socially disadvantaged farmers and ranchers during the 2020-2021 pandemic.</p>
Kitchen Table Advisors	\$ 99,995.00	\$0.00	<p>Kitchen Table Advisors (KTA) will provide intensive monthly 1:1 business advising and technical assistance to 110 small and mid-scale farms and ranches, of which at least 65 will be owned and operated by socially disadvantaged farmers and ranchers (SDFRs), to help them apply for economic relief funds. KTA will provide those farms with business planning and marketing assistance as part of its advising work. KTA will collaborate with longtime partner organizations Agriculture and Land-Based Training Association (ALBA) and California FarmLink to co-create a resource guide to economic relief programs that are suitable for SDFRs throughout Northern California and the Central Coast, and KTA staff will maintain and update the resource guide throughout the grant period. KTA and California FarmLink will partner on an email and text-based outreach campaign to inform at least 100-125 additional SDFRs in California about the resource guide and economic relief programs and assistance that may be available to them. Business advising, technical assistance, and outreach will be in Spanish and English and will be performed by bilingual and bicultural staff who live in the communities being served. The resource guide will also be created and maintained in Spanish and English and reviewed for cultural competency by bilingual and bicultural staff.</p>

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Mandela Partners	\$ 150,000.00	\$773,364.00	<p>Our outreach strategy for distributing farmer relief grants builds upon both a) the trust and relationship that already exist with hundreds of farmers and indigenous land stewards in communities, and b) work done in the last twelve months hearing from and connecting with small and socially disadvantaged farmers adversely impacted by COVID. Some of the collaborative organizations specialize in working in specific communities, while others have broader networks that reach multiple small and socially disadvantaged farmer communities.</p> <p>Mandela Partners collaborative represents nine organizations, eight of the nine are led by people of color, that come from rural, immigrant, and tribal communities, have farming backgrounds, and primarily or exclusively serve farmers of color and/or indigenous land stewards that are among the hardest to reach. Mandela has existing capacity and experience in outreach, technical assistance, and translation to farmers with limited English proficiency. Each of the collaborative organizations has and will continue to tailor outreach and technical assistance to meet the needs of the various farmer constituencies, including outreach by phone, text, email, specific ethnic media, or in person in multiple languages, including English, Spanish and Hmong. Additionally, Mandela Partners have cultural competency, trust, and relationships with farming communities from San Diego to the California/Oregon border, including Latino farmers in the Central Coast; Black farmers and Southeast Asian farmers in the Central Valley; tribal communities all over the state; and more.</p>
Napa Valley Farmworker Foundation	\$ 100,000.00	\$0.00	<p>Napa Valley Farmworker Foundation (NVFF) provides education and direct technical assistance to Napa Valley's underserved and socially disadvantaged farmworkers and farmers alike, with a strong reputation and established trust among Hispanic producers and women producers. Since its founding by the Napa Valley Grapegrowers (NVG) in 2011, NVFF has provided direct technical assistance to at least 21,000 socially disadvantaged farmers and farmworkers and provided more than 3,000 hours of education and assistance through seminars, trainings, and other direct technical assistance. This project proposes to increase the capacity for technical assistance by offering assistance not currently provided by NVFF, but greatly needed to support underserved and small producers in addressing the impacts of COVID-19. Efforts through this project will specifically target underserved/socially disadvantaged small producers. There are 350 Hispanic producers and 1,400 women producers in Napa County and 843 farms that are less than 10 acres and an additional 555 that are less than 50 acres (USDA Census of Agriculture). Through 2020 funding provided by the Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and Veteran Farmers and Ranchers Program (2501 Program), NVFF and project partner Morrison have helped underserved producers in evaluating and applying for other state and federal funding programs (Rural Energy for America; Value-Added Producer Grant; NRCS EQIP Program).</p>
North Coast Resource Conservation and Development Council	\$ 94,122.00	\$0.00	<p>North Coast Resource Conservation and Development Council (North Coast RCD) Cultivating Commerce program provides services to small and medium-sized farmers and ranchers, including urban farmers. To the extent funding is available, North Coast RCD has volunteers, provides free services to support planning, marketing, and outreach on value added activities for sustainable agriculture, and this project would increase our capacity. Prior educational and outreach work in sustainable agriculture has included: workshops in adding ag-tourism opportunities to small farm and ranching operations; working with individual farmers or ranchers in sustainable practices, marketing opportunities, and new ventures; and grant-writing support. This project would supplement our Cultivating Commerce website (www.cultivatingcommerce.org) which provides information that is both directly educational and referral links to additional information sources, potential funding opportunities, and similar support.</p>

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Resource Conservation District Great San Diego County	\$ 54,252.00	\$0.00	This project proposes to utilize an extensive database of farmers and ranchers to disseminate application assistance through meetings and workshops across our jurisdiction. The focus will be on outreach efforts on certain agricultural communities based on higher CalEnviroScreen scores, lower income levels and/or higher proportions of ethnic minority groups. Electronic newsletters will be translated into Spanish to serve the large San Diego community of Latinx farm workers, managers and owners. Advertisements will be disseminated through partners and stakeholder groups, such as: San Diego Farm Bureau, San Diego Chapter of California Women in Agriculture, National Young Farmers Coalition, San Diego Food Systems Alliance and San Diego Imperial Cattlemen Association. The target audience is underserved farmers and ranchers on owned or leased land under 500 acres in size within the district boundaries of the Resource Conservation District. San Diego County has over 6,600 farms of which 68 percent are less than 10 acres, 2,500 have female principal operators on 97 square miles, and 880 have Hispanic or Latino principal operators. The border mountain region is home to four different Kumeyaay tribal bands. In total projecting to reach 200 farmers and assist 14 with the application process.
Sierra Resource Conservation District	\$ 94,214.00	\$0.00	Sierra Resource Conservation District (SRCD) currently performs outreach and technical assistance to small-scale farmers and farmers from socially disadvantaged communities through partnerships with community based organizations such as Punjabi American Growers Group, Asian Business Institute and Resource Center, and African American Farmers of California. SRCD works with University of California Cooperative Extension to better understand and reach the diverse community of small farmers in our district. SRCD hires students with diverse backgrounds from CSUF Jordan College of Agricultural Sciences and Technology to better provide outreach and assistance to diverse groups of farmers. SRCD staff members are currently onboarding with USDA to provide increased technical assistance through the San Joaquin Land and Water Conservation Collaborative with American Farmland Trust and four other RCD in the San Joaquin Valley. Funding for Economic Relief Assistance for Small Farmers and Underserved Farmers will be used to leverage our existing partnerships and increase capacity to reach more farmers to create awareness of economic relief grant opportunities and provide technical assistance to applicants. This project will utilize existing community group communication networks to provide outreach. These networks will use various methods such as informal meetings, targeted written outreach, radio broadcast programming, and public meetings to spread awareness about program opportunities and to on-board potential applicants into the technical assistance program. We will continue to work with our partner organizations through the applications process to ensure that our work is accessible and easily understood by the farmers we are working to reach. Multilingual resources will be hosted on our website to explain the opportunities and to encourage engagement and involvement. It is anticipated that we will significantly increase the number of small-scale farmers and socially disadvantaged farmers applying to economic relief grant programs and increase the number of successful applications by removing the barriers that many grant application programs present and by making the application process simpler and more manageable for applicants.
Total Awarded	\$ 1,106,636.00	\$873,364.00	