



Helping Small, Latino, and Hmong Specialty crop producers to profit from new values based marketing channels

2012 California Specialty Crop Block Grant Pin # 22808
Gail Feenstra and David Visher
Agricultural Sustainability Institute, University of California

ASI

SUSTAINABLE AGRICULTURE RESEARCH AND EDUCATION PROGRAM

ASI.UCDAVIS.EDU

Value added by adding values –

- Local or regional,
- Small to mid-scale,
- Family-farmed,
- Sustainable,
- Organic

Values-Based Supply Chain (VBSC)

- Operate as strategic partnerships
- Differentiate products
- Producers = partners, price makers not price takers
- Information-sharing across the chain
- Trust and cooperation essential for success

Education Goals

- Understand the big picture about what it takes to sell to wholesale buyers
- Learn how to talk to buyers
- Create a document about your farm that you can give to buyers that helps you build a sales relationship with them
- Tour orientation



The project blossomed

The growers needed more

Gail Feenstra and David Visher

Richard Molinar and Michael Yang

Chuck Ingels and
Jennifer Sowerwine

Ramiro Lobo

Luis Sierra



Experiential learning vs. classroom

Added three tours of markets and visits with buyers



Tailored to individual needs

Collaborated with other programs to provide deeper learning about food safety and buyer requirements

Small Farm News, 2012

“To help small-scale farmers better plan for food safety concerns, several UC Cooperative Extension farm advisors are being trained in food safety audits and are planning food safety workshops. The project is led by Shermain Hardesty and Richard Molinar. ---- The group is beginning to offer workshops for farmers in eight regions of California.”

UC



UNIVERSITY OF CALIFORNIA
 COOPERATIVE EXTENSION • SACRAMENTO COUNTY
 AGRICULTURE & NATURAL RESOURCES
 4145 BRANCH CENTER ROAD • SACRAMENTO, CALIFORNIA 95827-3823
 PHONE (916) 875-6913 • FAX (916) 875-6233 • TTY (916) 874-7646 • EMAIL: caingels@ucdavis.edu



Sacramento Strawberry Meeting

Tuesday, March 27, 2012, 9:00 a.m. to noon

Location: Lo Saetern's strawberry field
 (at the corner of Florin Road and South Watt Ave., Sacramento – see map)
(In case of RAIN or if soil is very WET, the meeting will be held at UC Cooperative Extension, 4145 Branch Center Rd., Sacramento 95827 – call office: (916) 875-6913 or cell phone: 835-7458)

Meeting sponsors:
 UC Cooperative Extension, Sacramento County; Sacramento County Agricultural Commissioner's Office;
 California Strawberry Commission
Translation to Lao provided by Thomas Vang, Outreach Specialist for Lao Family Community of Stockton

Agenda

- 9:00 **Integrated Pest Management: Information Sheets and Discussion**
 Chuck Ingels – UC Cooperative Extension, Sacramento County
- 9:30 **Pesticide Use and Permits**
 Debbie Thompson – Sacramento County Agricultural Commissioner's Office
- 10:00 **Food Safety: What Regulations do Growers Need to Follow**
 Andrew Kramer – California Strawberry Commission
- 10:30 **Tell Your Story, Sell Your Produce**
 David Visser – UC Sustainable Agriculture Research & Education Program
 Jennifer Sowerwine – UC Berkeley
- 12:00 **Lunch** – Provided by the California Strawberry Commission

See Map on Reverse →

Agriculture • Community-Resource Development • Nutrition, Family and Consumer Sciences
 Master-Food Preservers • 4-H Youth Development • Horticulture • Master Gardeners
 University of California, U.S. Department of Agriculture, and the County of Sacramento cooperating.

Unique “story”/ profile created by farmer participants as part of workshop and immediately afterward

BEE SAFE MARK
Your unique marketing story (Worksheet)

About you and your family and the place you farm
BEE SAFE, INC. IS A FAMILY OWNED, FULL SERVICE BEEKEEPING COMPANY BASED IN ELUCON IN THE COUNTY OF SAN DIEGO. WE HAVE BEEN RAISING & KEEPING BEES FOR OVER 40 YEARS. I ~~ONCE~~ STARTED KEEPING BEES WHEN I WAS 9 YEARS OLD. I COULDN'T KEEP MY PARENTS TO LET ME KEEP ~~BEES~~ A SWARM OF BEES THAT HAD LANDED IN OUR YARD. I'VE BEEN WHAT YOU GROW, HOW MUCH, AND WHEN WILL YOU HAVE IT TO SELL. WE RAISE OUR HONEY SUCH AS SUE, AVOCADO & CALIFORNIA WILD BUCK. WE HARVEST 3 TIMES A YEAR IN SPRING, SUMMER & FALL, HAVING OUR LARGEST CROP IN THE FALL.

What makes your product special and why should people want to buy it
WE PRODUCE ALL OUR HONEY SUSTAINABLE BEEKEEPING PRACTICES. NONE OF OUR BEEHIVES IS TREATED WITH ANY CHEMICALS AND ALL OUR BEEHIVES ARE RAISED FROM SURVIVOR STOCK. OUR EXTRACTED HONEY IS STILL (AND CRANKED) & GRAVITY STRAINED TO PRODUCE THE BEST RAW BEEHIVE FROM THE BEE TO YOU.

How can buyers contact you
MARK A. HUERTAS, AT 619-420-4546 OR BEE SAFE @ SBGLOBAL.NET.

A picture


● Three Market Tours added to project

- *Fresno growers – San Francisco Bay area*
- *Sacramento growers – Sacramento*
- *San Diego growers – Los Angeles area*

SCBG Marketing Contacts from Tours

Company	First Name	Last Name	Job Title	Street (Work...)	City (Work A...)	Zip (Wor...)	Work Email	Work Phone	Cell Phone	Department
Aramark	Otis	Huemmer		800 West Kat...	Anaheim	92802	Huemmer-Oti...	(714) 765-8877		Anaheim Convention Center
Family Tree Produce	David	Figuroa	VP Operation...	E. La Palma Ave	Anaheim	92807	rdfiguroa@m...	(714) 696-3060		
Heath & Lejeune	David	Weinstein	Sales-Buyer	1206 E. 6th St	Los Angeles	90021	david@soull...	(213) 489-2212		Organic Produce Distribution
Harvest Sensations	Mike	Henry			Los Angeles	90021	mhenry@harv...	(213) 895-6968		
Harvest Sensations	Gwen	Gulliksen	Director of Sal...	1205 Wholesa...	Los Angeles	90021	ggulliksen@h...	(213) 895-6969		
Los Angeles Wholesale Produce Market Management...				1601 East Oly...	Los Angeles	90021	Lawpm1993@...	(213) 622-8905		
General Produce Co.	Bryan	Nelson	Quality Assur...	1330 North B...	Sacramento	95812	bnelson@gen...	(916) 557-2957	(916) 869-2108	
General Produce Co.	Carrie	Conner	Account Man...	POB 308	Sacramento	95812	cconner@gen...	(916) 441-6431		
Raley's	Greg	Corrigan	VP Produce a...	4061 Gateway...	Sacramento	95834	gcorriga@rale...	(916) 373-3333		
Tam's Fresh Cut-Pack Inc	David	Tam		6400 Belleau...	Sacramento,	95822-5929		(916) 424-2250		
Cook's Company	Bill	Fujimoto	Special Projects	1942 Jerrold...	San Francisco	94124	billfuj@comca...	(415) 824-2800	(510) 812-7645	
SAN FRANCISCO WHOLESALE PRODUCE MARKET	MICHAEL	JANIS	GENERAL M...	2095 Jerrold...	San Francisco	94124	mjanis@sfpro...	415 550-4495		
Cook's Company	Ric	Tombari	Owner	1942 Jerrold...	San Francisco	94124	ric@cooksco...	(415) 824-2800	(415) 850-9254	
Yuet Cheong & Co Inc			Dir Sales	1930 Jerrold...	San Francisco	94124		(415) 920-8900		
Fuji Melons	Ron	Fuji	Owner	201 FRANKLI...	San Francisc...	94607-3821		(510) 451-5708		
FreshPoint Piranha	Steve	Lay	Sales Manager	5900 N. Golde...	Turlock	95382-9671		(209) 216-0243	(209) 620-0191	





Pang Eng Chang
PEC Tropical Farm
4303 South West Ave.
Fresno, CA 93706
(559)259-8556



Pang Eng Chang started working on his family's farm when he was a child and never expected to do anything but farm in the northern mountains of Laos like his father, but when the 'Secret War' came to his land he became a young soldier fighting on the side of the US. After the war, in 1979, he had little choice but to move with his wife and two children to the US where he has followed his childhood path in a new land. Now, with the help of his 12 children, when they are not in school, at work, or in college, he grows jujube, true guavas, papaya, and cocktail citrus, (a cross between grapefruit and orange), on 15 acres of orchard and greenhouses near Fresno, California.



Most of Pang's acreage is devoted to three varieties of jujube; li, sherwood, and an especially sweet and juicy unnamed variety (UC GA866). He is proud of their quality and careful to pick at full sweetness and cull carefully for size and cosmetic quality. The fruit is cooled on-site and shipped to order. This care is recognized by the buyers and earns a premium in the market place.

Pang's vision for the farm is long term. He is completing his fourth year of care for a five-acre orchard of cocktail fruit. While the fruit is marketable now he does not expect it to meet his standards for sweetness and flavor for at least six more years. The skin of this fruit is orange but the flesh is white/pink with overtones of grapefruit.

Pang welcomes enquiries from buyers who appreciate quality and want to build a business relationship for the long term.



L. Strawberry Farm

Lo Satern

Farm location: Florin Rd. & South Watt, Elk Grove, Ca.
Contact: 916-204-0163 or L.strawberryfarm@yahoo.com



My wife and I grow strawberries on 10 acres of land in the heart of the historic “strawberry capital of the nation” on the corner of Florin Rd. and South Watt in Elk Grove, California. We have been growing strawberries here for over 13 years. We have experience selling at our farm stand as well as delivering to local schools, retailers and regional distributors.

My family originally came from Laos and settled in the Sacramento area and has been farming for a living ever since. After completing school, I went into farming. We grow some of the sweetest strawberries in all of Sacramento including Chandler and Albion varieties and have begun growing a variety of vegetables as well. Our produce is generally available mid-April through October.

This year, we planted $\frac{3}{4}$ acre Chandler strawberries, which ripen from mid to late April through mid-June, depending on the weather. We also planted 1.5 acres of Albion strawberries that produce from late April through the fall. Both strawberries peak around the month of May.

We plant a variety of other fruits and vegetables including watermelon, cantaloupe, squash-zucchini, pumpkin, Indian vegetables like –bitter melon, okra, and pinda. We are happy to plant other vegetables that customer’s request.

As UC Cooperative Extension “grower leader” from 2009-2011, I helped provide training to other Mien strawberry growers in good agricultural practices, ecological farming practices, pest management and food safety. My farm has served as a demonstration farm for other farmers to learn about crop rotation, solarization, cover cropping, etc. I have experimented with compost application and solarization; both are methods to improve the health and ecological sustainability of the soil.

Our produce is local, fresh, and hand picked. We always do our best to please our customers. For more information about our farm and product availability, please call 916-204-0163 or visit our farm stand at the corner of Florin Rd. & South Watt in Elk Grove, Ca.

Youa Pao Vue and True Vue
4638 E Church
Fresno, CA 93725
(559)803-3091 (559)273-3872
(For English ask for son – Phia Vue)



Over the ten years they have farmed Youa Pao Vue and his wife True have raised many kinds of vegetable crops on their 3.5 acre farm near Fresno. They have found a successful strategy in growing just a few crops at a time for buyers whom they secure ahead of planting. Currently they focus on high grade red grape tomatoes, however they are happy to grow any vegetable crop a new buyer



might request. They prefer to know where the product will be sold before it is planted, then work closely with the buyers on variety selection and harvest scheduling. Since English is a second language for both of them, maintaining communication with many buyers is a challenge that draws them away from their core skill of farming.

The Vue's were married in Laos while Youa served as a front line soldier alongside American forces during the war. The two came to America in 1978 and began their family. They have nine living children who help out on the farm when school and jobs permit. Their son Phia usually works with English speaking buyers



- Grower meet and greet buyers



Thank you

Gail Feenstra

David Visher

University of California

Sustainable Agriculture and Education Program (SAREP)



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