

Northern Nevada Hispanic Marketing Initiative

Final report

10/14/2012-03/30/2015

Nevada Department of Agriculture

Ashley Jeppson

(775) 353-3675

ajeppson@agri.nv.gov

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FSMIP Final Report:**Project Title: Northern Nevada Hispanic Marketing Initiative**

Grant Period: 10/14/2012 through 3/30/2015

Importance and Timeliness of the Project:

The Northern Nevada Hispanic Marketing Initiative sought FSMIP funding in order to increase the marketability of Nevada produce to the Hispanic community, engaging members in the production, marketing, and sales of Nevada Agricultural products. According to the Nevada Department of Agriculture's report on Nevada Agricultural Statistics from 2010, Latinos occupied roughly 5% of agricultural sector jobs, while overall they represent roughly 27% of the population. Recent years have seen an increase in public interest in local farming and methods for growing food at home. The primary objective of this project was to gather information from Northern Nevada Hispanics regarding their food purchasing habits and their stances on the local food movement. We planned to then use that information to develop strategies for increasing awareness and knowledge of this sector of the Nevada economy amongst Latinos.

Project Approach:

The first step taken toward achieving increased marketability of Nevada agricultural products was an assessment of the informational deficit and barriers to access for Latinos in buying local foods. We did this by creating a survey to collect information regarding shopping habits, socio-economic status, and opinions about locally available food product, which we anticipated would reveal artificial barriers for this demographic in buying from NV agricultural producers. From there the project moved on to develop informational and educational materials in Spanish promoting NV agricultural products. These include informational table top brochures, posters, videos, a website, and a PowerPoint presentation. The brochures and posters were created to be aesthetically pleasing, so that restaurants and grocery stores would be inclined to post them in their places of business in order to drive consumers to the online resources. The results of the survey, coupled with the materials developed over the course of the project provide useful, up to date marketing information to NV producers to enable them to market their products to the Hispanic community. These materials and information are also being used to engage members of the Latino community in the production, marketing, sales, and consumption of NV agricultural products. The results of the survey and all materials developed have been submitted to the Nevada Department of Agriculture and are available online at www.comidalocal.org, in both English and Spanish. In addition, a case study has been provided by Laxalt and McIver outlining all of the deliverables developed.

Public or Private Agency Partners:

Throughout the course of this project, Hungry Mother Organics has worked with various public and private partners to both gain insight into the buying habits of Latinos, and to find outlets for distributing the materials created. Research and assistance drafting the grant application were provided by Derek Kauneckis of the Political Science Department at the University of Nevada. The Latino Outreach Center within the Nevada Small Business Development Center assisted with the formulation of targeted survey questions to assess interest in the local food movement among Latinos. The Hispanic Chamber of Commerce reviewed survey questions and provided native translations of those questions. The Ron

Woods center in Carson City, NV assisted us with the distribution of public opinion surveys and with the collection of survey results. Latin farms of Fallon, Nevada also assisted with the acquisition of survey results by incentivizing the return of survey results with "Farm Bucks", a currency created by Lattin Farms that can be used toward the purchase of farm fresh products at many area farmers markets and farm stands. Laxalt and McIver were contracted to assist with the creation of targeted marketing materials to reach out to the Hispanic community based on the results generated by the survey and interactions with the aforementioned agencies.

Summary of Project Results, conclusions, and Lessons Learned:

The results generated by this project are in the form of increased knowledge about Latino produce buying habits for Nevada agricultural producers, and in the form of new educational resources for Spanish speaking consumers regarding local food production. The survey conducted in the first part of this project asked participants to give basic demographic details about themselves and their households such as family size, yearly income, most frequently visited grocery retailer used, desire to grow food in one's backyard, interest in educational resources about local food, factors considered in making decisions where to shop, and products purchased with the most frequency. We received approximately 80 random responses to this survey, 50 of which were complete enough to enter into the results.

In interpreting the results we were able to make some basic conclusions. Many Latin American shoppers have an interest in food produced locally and in a manner that is organic. There is a specific interest in the ability to produce one's own food. The artificial barriers that exist include the perception that it is difficult or impossible to grow food crops in the Nevada climate due to lack of water, unfavorable soils, and seasonal temperature swings. Another perception is that local and organic foods are much more expensive than traditional ones. This explains the discrepancy we found between the fact that 62% of Latinos surveyed prefer local and organic foods for reasons of quality- 42% health- 35% and flavor-23%, yet shop primarily at retailers (Walmart-27%, Costco 18%, Winco-17%) that focus on low cost options. 100% of participants who responded that they do not prefer local options indicated that it was due to price. The crops most commonly consumed, in order of frequency, are tomatoes, lettuce, onion, and peppers. When asked if they would be interested in classes or other educational resources regarding local food and food production, 88% of survey participants responded "yes". The full results of this survey will be made available through www.comidalocal.org, or by contacting the project coordinator directly. The results of this survey were used in developing targeted marketing and educational materials to be made available, for free, to the public.

The materials created were based on the conclusion that while Latino consumers have a definite interest in local food production methods, and low cost local food outlets, the perceived difference in price is a severe limiting factor. The videos produced as a part of this project focus on topics ranging from the production of food in our area, to local outlets that offer farm fresh products, to consumers of these products, whether retail or wholesale. The videos address concerns about price and availability of local products, and focus on the many local producers already operating in Nevada, as well as some basic methodology for an entry level grower that wishes to grow food for themselves or as a potential business. These videos have been published to the Comida Local website, and will be made available as a hard copy to the Nevada Department of Agriculture. Additional deliverables of this project are described below.

Some aspects of this project proved difficult, one of which was finding a large base of willing survey participants. Because this was a completely voluntary process, most of the people approached about being surveyed declined. This may have been due to an unwillingness to share personal information, or a lack of interest in the survey subject. Also, despite the positive responses in the survey about interest in classes, the enrollment rates for the initial class for the grant were too low to justify holding that class. Hungry Mother Organics will make further attempts to hold classes on this material in the future, once the campaign has generated more interest through social media outlets.

Current or Future Benefits:

The current benefits of this project are derived from the Comida Local website that has been created to make all the educational and promotional materials available to the public. The site not only serves as a platform for displaying the 5 educational videos, but it also shares publicly the goals and objectives of the grant project, provides a space for taking the survey and for viewing survey responses, and provides information on area producers and links to further information. Now that the site is complete, we will be tracking the analytics of the site to judge its performance and reach. We think that it will provide an easily accessible resource for Latino consumers looking to learn more about local food, as well as key linkages between existing producers and potential new customers in the Hispanic demographic. In order to increase the visibility of the website, Hungry Mother Organics and Laxalt and McIver have been involved with a social media campaign via Facebook and Vimeo, using informational table tents, 10 different food themed posters, and stickers delivered to retailers and restaurants with heavy Latino traffic in order to drive more people to online educational resources. Thus far the Comida Local Facebook has reached nearly 25,000 people, has over 700 likes from the online community, and the Vimeo page has 58 video plays. We anticipate that these numbers will increase significantly over time as awareness of the project increases. In addition to the social media marketing approach, we have used a portion of grant funding to run traditional radio and television advertising spots to reach consumers not reached via the internet, details of this are outlined in the Laxalt and McIver case study.

Future Benefits to be Derived:

The website analytics that are installed for the website will be monitored after completion of the project, giving more insights in to where the specific interests of site visitors lie. The analytics will show how many people visit the site, how long they spend navigating it, what links are most frequently clicked, how often videos are being watched, and how frequently people seek out information on local producers. It will be interesting to monitor these statistics over the next year to get a better picture of what the strengths and weaknesses of the website and project as a whole have been. Future research could use these statistics to improve upon existing materials and provide more targeted outreach to Hispanics.

Project Beneficiaries:

It is difficult to gauge the full spectrum of those who have benefited directly from this project, as there may be peripheral effects generated within the local food community that were unknown or unintended. That said, we featured several notable farms, grocery outlets, and restaurants in the video including: Lattin Farms, Urban Roots, the High Desert Farming Initiative, Sandhill Farmstead, Holley Family Farms, the Great Basin Community Food Cooperative, Chuy's Mexican Kitchen, and Hungry

Mother Organics. In addition, names of all agricultural producers in the state of Nevada have been posted on the website along with links to additional information about each producer.

Additional Information Generated by the Project:

In addition to the website, there are five educational videos, a series of informational table tent brochures, a series of promotional posters, professional photographs, and an educational Powerpoint presentation on how to grow your own food in Nevada. Images of all of these materials will be submitted along with this final report to the Nevada Department of Agriculture as a part of the Laxalt and McIver Case Study. All materials can be made available, for free, on a hard copy disc by contacting the project coordinator.

For more information and questions about this project please contact:

Jacob O'Farrell
Project Coordinator
Hungry Mother Organics
175 River Rd. Dayton, NV 89403
Cell: 775.450.7396
Email: ofarrel7@gmail.com

FSMIP SURVEY

1. What country did you or your family migrate from?

a. How long have you lived in Nevada?

2. Before moving to Nevada, did you or your family produce its own food? Yes No

3. Are you involved in food production now? Yes No
If yes, go to Question 4.
If no, skip to Question 5.

4. Is the production done locally or commercially? Local Commercial

5. What prevents you or your family from participating in local production?
No room (yard)
No tools
Soil is not good
Water expense is too high
Do not have the time
Growing season too short
Other _____

6. Who does your grocery shopping in your family?

7. Where do you shop for groceries?
Costco
Great Basin Community Food Co-op
Grocery Outlet
Local Farmer's Markets
Raley's
Safeway
Save Mart Supermarkets
Scolaris Food and Drug
Smith's
Trader Joes
Whole Foods Market
Winco
Other _____

8. What factors come into play when deciding where to shop?
Location
Price
Quality of product
Variety of product
Decor

9. How much, on average, do you and your family spend weekly on fruits and vegetables?

10. What are the most important factors in selecting fruits and vegetables?

In Season
Organic
Price
Selection

11. What fruits and vegetables do you buy most often?

a. In what quantities do you purchases?

½ dozen
1 dozen
2 dozen
Other _____

12. Do you shop for locally grown products? **Yes** **No**

a. Do you shop at farmer's markets? **Yes** **No**

b. Why/why not?

c. Do you prefer organic fruits and vegetables? **Yes** **No**

d. Why/why not?

13. If Spanish-language classes were offered on local food and production, **Yes** **No**
would you attend?

a. How much would you be willing to spend to attend the class?

b. Would you be interested in watching videos via the internet? **Yes** **No**

14. How many people are in your household?

15. Do you have internet access at home?

16. What is your average yearly income?

Less than \$10,000
\$10,001-20,000
\$20,001-30,000
\$30,001-40,000
\$40,001-50,000
More than \$50,000

17. Would you be interested in participating in a focus group for "\$"?

FSMIP SURVEY

1. De que país inmigraron usted o su familia?

a. Hace cuanto que están en Nevada?

2. Antes de moverse a los EE.UU., producían su propia comida?

Sí

No

3. Están involucrado en la producción de comida ahora?

Sí

No

Si, irse a pregunta 4.

No, irse a pregunta 5.

4. Se produce esta comida para comer ó para vender?

Comer

Vender

5. De donde proviene la producción de la comida propia para usted y su familia?

No hay espacio

No tenemos las herramientas

La tierra es mala.

El costo de agua para regar.

No tenemos el tiempo libre.

Las temporadas son muy cortas.

Otra razón _____

6. Quien compra las frutas y vegetales en su familia?

7. Donde suelen ir de compras en su casa?

Costco

Great Basin Community Food Co—op

Grocery Outlet

Local Farmer's Markets

Marketon

Safeway

Save Mart Supermarkets

Solaris Food and Drug

Smith's

Trader Joes

Whole Foods Market

Winco

Other _____

8. Que cosa consideran mas en decidir donde ir de compras?

Locales

Precio

Calidad de productos

Variedad de productos

9. Cuanto gastan, aproximadamente, cada semana en las frutas y los vegetales?

10. Que factor es la más importante en seleccionar las frutas y vegetales?

Producida localmente
Orgánica
Precio
Variedad

11. Que tipo de vegetales compran con la más frecuencia?

a. En que cantidad compran estas vegetales?

12. Compra usted cosas que están producidas localmente?

SI No

a. ¿Va de compras en mercados de aire libre o tiendas?

Aire Libre Tienda

b. ¿Porque/ Porque no?

c. Prefiere usted las frutas y vegetales orgánicas?

SI No

d. ¿Porque/ Porque no?

13. Si ofrecerían clases sobre la producción de frutas y vegetales locales, le gustaría tomarlas ?

SI No

a. Cuanto podría gastar en un clase como esa?

b. Estaría interesado en ver videos en el internet sobre el cultivo de vegetales?

SI No

14. Cuantas personas viven en su casa?

15. Tiene acceso al Internet en su casa?

16. Tiene una manera de ver videos de DVD?

17. Cuanto dinero gana usted cada año, por promedio?

Menos que \$10,000
\$10,001—20,000
\$20,001—30,000
\$30,001—40,000
\$40,001—50,000
Mas que \$50,000

Comentas Adicionales?

Pueden contactar a Hungry Mother por email: ofarrel7@gmail.com , o teléfono: 775.450.7396

Hispanic Specialty Crops:

- 1) Green Tomatillos
- 2) Garbanzo Beans
- 3) Jalapeños
- 4) Lentils
- 5) Cilantro
- 6) Garlic
- 7) Carrots
- 8) Broad Beans
- 9) Mexican Pumpkins
- 10) Pumpkin Blossoms
- 11) Purslane
- 12) Green Beans
- 13) Chiles de Arbol
- 14) Serrano Chiles
- 15) Poblano Chiles
- 16) Potatoes

- These crops will be grown organically in the Northern Nevada climate to test the viability of Hispanic specialty crop production in this climate. This will provide valuable information to the Northern Nevada Hispanic Marketing Initiative with regards to the promotion of local food production in the Latino community.
- Please see attached receipts for purchases of specialty seed.

El sabor

¡Comida Local!

cómo hacer

CASE STUDY

propia farm



DELIVERED

Laxalt & McIver produced the following deliverables for the Comida Local campaign, generating awareness of local foods in the Hispanic community of Northern Nevada.

RESPONSIVE WEBSITE

With mobile users in mind, we generated a website for the videos, photos, resources and more to call home.

VIDEOS

We produced five episodes in Spanish with English subtitles, educating and engaging viewers on local foods.

SOCIAL MEDIA

We branded a Facebook page & Vimeo Channel to reach our target audience. Boosted posts helped reach over 25,000 people and gain over 700 likes.

PRESS RELEASES

Two PR articles were distributed to local media and online blogs.

RADIO SPOTS

A 15 second sound bite, with 35 placements, on 102.1 TriColor Radio reached the target audience and called for them to get more info via the landing page.

TABLE TENTS

Trans-created table tents, in both Spanish & English, sit on various supporting table tops across the region. They feature 6 of the 13 fun facts found on the website.

POSTERS

Creative & captivating illustration was used to catch the eyes of the viewers, featuring local foods from across the region. CTA for more info via landing page.

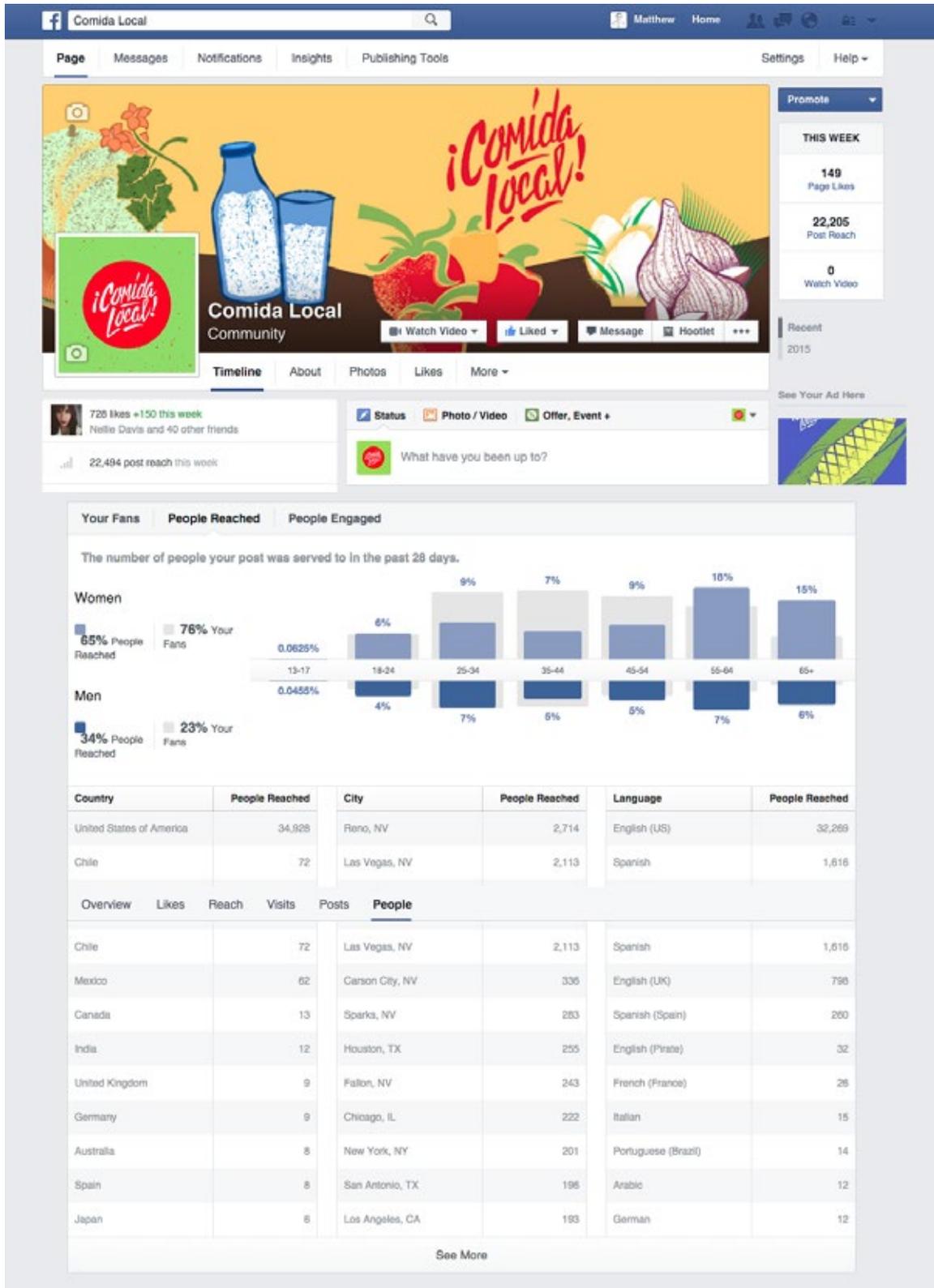
DECALS

Three inch bright green decals were produced for supporters to stick to their bumpers, windows or water bottles.



REPORTS & ANALYTICS

FACEBOOK PAGE INSIGHTS





VIDEOS

BRANDED VIMEO PAGE

The screenshot shows a Vimeo channel page for 'Comida Local'. At the top, there is a navigation bar with 'vimeo Me Videos Create Watch Tools', a search bar, and an 'Upload' button. Below this is a banner image featuring various fresh produce like watermelon, blueberries, and onions, with the 'iComida Local!' logo overlaid.

The main video player displays 'Comida Local 2015 Episode 1' from 'Lasalt & Mohr'. The video title is 'cultivando' in large, stylized black letters on a teal background. A subtitle reads 'UNA MANERA INGENIOSA DE CRECER EN EL DESIERTO'. The video player includes a play button, a progress bar at 03:24, and HD quality options.

Below the video, it shows 'Uploaded 1 month ago', '12 Plays / 0 Likes / 0 Comments', and a 'Watch in Couch Mode' link. A row of five video thumbnails follows, each with a title like 'cultivando', 'las compras', 'el sabor', 'alcance comunitario', and 'como crecer en propia jardin'.

The channel information section includes 'Comida Local' created by 'Lasalt & Mohr' 1 month ago. A description states: 'Comida Local is a campaign creating awareness to eating, buying and shopping local to the Hispanic community of Northern Nevada, USA.' There is a 'SHOUT BOX' for user comments and a 'BROWSE THIS CHANNEL' section showing '5 Videos', '1 Follower', and '1 Moderator'.

At the bottom, there are links for 'Channels are a simple, beautiful way to showcase and watch videos. Browse more Channels.' and a footer with 'Vimeo', 'Help', 'More', 'Upgrade', and 'Did you know?' sections.



WEBSITE & DECALS

RESPONSIVE WEB DESIGN



3" DECALS





PRINT PROOFS

14 ILLUSTRATED POSTERS



TABLE TENTS





MISSION STATEMENT

Hungry Mother Organics announces launch of Comida Local. New initiative to raise awareness of organic and local food among Hispanics and promote local agriculture. Continued.

The Northern Nevada Hispanic Marketing Initiative is a grant program funded by the U.S. Department of Agriculture, under the Federal-State Marketing Improvement Program. The project will be administered by the Nevada Department of Agriculture, in cooperation with Hungry Mother Organics, to assess demand for locally grown fruits and vegetables in the Hispanic community of northern Nevada, and to provide insights to Nevada growers seeking to improve their effectiveness in marketing to diverse consumers.

THANK YOU!