

Initiative to Grow Farmers for Direct Marketing

The University of Texas - Pan American of Edinburg, TX received \$64,050 to recruit and train women, minority, immigrant, transitioning, and young farmers to grow and direct-market produce, to develop direct-market outlets, and to share strategies and best practices within a 26-county region of South Texas. Funds were used to recruit and train new market vendors, and finance travel to visit small-scale growers.

Final Report

Final Performance Report

Initiative to Grow Farmers for Direct Marketing (GFDM) University of Texas-Pan American (UTPA) As of June 28, 2010

Start date: October 1, 2008 – End date: March 28, 2010 – No-cost extension: June 24, 2010

The cooperative agreement for the 2008 FMPP grant—*Initiative to Grow Farmers for Direct Marketing*—was signed into effect by UTPA on October 13, 2008. The project's teleconference orientation was attended by the project director on October 23, 2008. On November 11, 2008 a meeting with UTPA Office of Research and Sponsored Projects and the Office of Grants and Contracts took place to start the process of assigning an account to the project. An e-mail request for a no-cost extension was requested January 28, 2010 given that assistance to starting farmers' markets increased during the last semester of the project and because we still receiving responses for our vendor survey and wanted to incorporate those responses into the survey analysis. On February 19, 2010 a no-cost extension was granted to end the project June 24, 2010.

Outcomes on goals as outlined on the grant application are included in the following report narrative, and progress in each activity is documented in colored font.

The goal of this project—*Initiative to Grow Farmers for Direct Marketing*—is to recruit, develop, and retain women, minority, immigrant, transitioning, and young farmers to participate at farmers' markets and other direct-to-consumer farm marketing outlets within a 26-county region of South Texas. This goal is supported by the following six objectives:

1. Identify a pool of small-scale growers that could directly market their produce to consumers through direct producer-to-consumer marketing channels.
2. Recruit groups of small-scale growers willing to market their produce directly to consumers through various producer-to-consumer marketing opportunities and outlets.
3. Train group members on direct-marketing channels, multiple-crop farming, sustainable and organic growing techniques, record keeping, and organizational development.
4. Assist group members individually with the initial planting, growing, harvesting, and direct-marketing of their vegetables and fruits.
5. Retain members of the direct-marketing groups by developing direct-marketing outlets such as farmers' market locations, roadside stands, CSAs, and electronic markets.
6. Share effective strategies and best practices, developed through this project, with developing farmers' markets and other stakeholders throughout the South Texas region.

Report prepared by:

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A.- Activities and Milestones

Each of the supporting objectives listed above is shown below in bold print along with the activities/strategies associated with it.

Objective #1—Identify a pool of small-scale growers that could directly market their produce to consumers through direct producer-to-consumer marketing channels.

1. Review queried databases of at least 5,000 small-scale growers in the 26-county area of South Texas to identify a large pool of potential growers.
 - **We gained access to a database developed by one of our project partners (TMBC) which contains over 60,000 individuals that have received training on agriculture related issues and that live in this project's 26-county service area. We planned the development of surveys to identify the pool of potential growers. Pilot surveys were conducted during the month of October.**
2. Conduct interviews to narrow the pool of potential growers by determining which growers might be able to market their produce through direct-marketing channels.
 - **Due to our current work with several farmers' markets (see Record of Grant Activities and our Farmers' Market Long-Term Development Project listed on section C of this report) and developing farmer cooperatives, we have already identified a number of potential growers that could directly market their produce through direct producer-to-consumer marketing channels.**

Objective #2—Recruit groups of small-scale growers willing to market their produce directly to consumers through various producer-to-consumer marketing opportunities and outlets.

3. Identify small-scale growers willing and able to market their produce through direct-marketing channels.
 - **We identified over 85 growers among the members of the active farmers' markets and farmer cooperatives we are assisting.**
4. Establish grower groups based on the geographical location of individual growers that are willing and able to directly market their produce.
 - **Several grower groups were identified:**
(Some growers sell at several of the markets below)
 - **Tip of Texas Agricultural Producers Cooperative (18)**
 - **All-Valley-Producers Cooperative (12)**
 - **Brownsville Farmers' Market (15)**
 - **Corpus Christi Southside Farmers' Market (10)**
 - **San Juan Organic Farmers' Market (10)**
 - **The Delta Farmers' Market at Edcouch, Elsa (12)**

- **Laredo Farmers' Market (16)**
- **Port Isabel Farmers' Market (8)**
- **South Padre Island Farmers' Market (12)**
- **Harlingen Farmers' Market (12)**

Objective #3—Train group members on direct-marketing channels, multiple-crop farming, sustainable and organic growing techniques, record keeping, and organizational development.

5. Compile the training materials required to provide groups of growers with information on marketing, production, record keeping, and organizational development.
 - **We developed a DVD on commercial and home applications of organic compost tea.**
 - **We prepared a series of eighteen (18) DVDs for our Sustainable Agriculture Conference which we use as part of the content for training on sustainable organic growing.**
 - **We developed a seven module training session on small business entrepreneurship.**

6. Provide groups of small-scale growers with training to prepare them to effectively sell their produce through direct-to-consumer farm marketing outlets.
 - **We conducted training sessions on record keeping, and organizational development.**
 - **We conducted sessions on the development of electronic farmers' markets.**
 - **Our Vendor Survey identified other areas of training interest:**
 - **Small-scale farming**
 - **WIC/senior farmers' market nutrition**
 - **Direct-to-consumer marketing**
 - **Setting up a farmers' market**
 - **Organic production**
 - **Organic certification**
 - **Financing opportunities**

Objective #4—Assist group members individually with the initial planting, growing, harvesting, and direct marketing of their vegetables and fruits.

7. Assess the production and marketing skills of group members and develop strategies for providing the necessary technical assistance.
 - **We assisted farmers with their planting, growing and harvesting through our work with the groups mentioned in #2.4. above.**
 - **We assisted some clients with the preparation of raise beds for the production of vegetables.**

- **We assisted a client with the initial phases of starting a citrus micro-budding high-density orchard.**
8. Provide technical assistance to group members in order to help them with their production and marketing activities.
- **We provided assistance with production and marketing through our work with the groups mentioned in #2.4. above.**
 - **We assisted a client with the initial formation of an agricultural tourism venture.**
 - **We assisted a client with the promotion of its organic compost product.**
 - **Our Vendor Survey identified other areas of technical assistance:**
 - **On-farm assistance**
 - **On-business assistance**
 - **On-line assistance**
 - **Telephone assistance**

Objective #5—Retain members of direct-marketing groups by developing direct-marketing outlets such as farmers’ market locations, roadside stands, CSAs, and electronic markets.

9. Determine the direct-marketing outlets that can be successfully used by each group of growers that will directly market produce.
- **As shown above in #2.4 we helped with the formation of two farmer cooperatives whose members sell at farmers’ markets, and with the formation of eight farmers’ markets.**
 - **We help with the formation of two community gardens that sell directly to the public and also provide vegetables to two of the farmers’ markets we developed.**
 - **A third community garden is proposed for the Laredo Farmers’ Market, which is set to open in October 2010.**
10. Collaborate with project partners to develop the successful direct-marketing outlets required to retain members of grower groups.
- **We continue to assist the Sustainable Agronomic Education Association of South Texas with the development of their yearly Sustainable Agriculture Conference.**
 - **Texas-Mexico Border Coalition—Community Based Organization provided us with their database of over 60,000 individuals participating in agriculture in our project service area.**
 - **UTPA-Texas Rural Cooperative Center provides access to its rural cooperative clients and farmers’ markets clients**

- **Heifer Project International provides access to its projects in the Rio Grande Valley of Texas and provides training on small group formation.**
- **Texas AgriLife Extension provides training on growing fruits and vegetables in South Texas.**
- **UTPA-Hispanic Producers New Markets Initiative provides agricultural value-added training.**
- **UTPA-Project FORGE provides agricultural commodity training.**

Objective #6—Share effective strategies and best practices, developed by this project, with developing farmers’ markets and other stakeholders throughout the South Texas region.

11. Compile the strategies and best practices developed by this project, post on the project website, and present at agricultural training events organized by project collaborators.

- **The project’s objectives, DVDs, and Vendor Survey results has been presented at partners meetings and at national conferences in San Antonio and Edinburg, Texas.**
- **A Web site was developed to share the project with the general public and to use it as a place to deposit and use training presentations and other farmers’ market related information.**

12. Provide copies of the strategies and best practices, developed by this project, to stakeholders and submit this information to USDA-AMS in semiannual reports.

- **This has been done at the above mentioned meetings and conferences and through the semiannual performance reports.**

The project proposal stated: “This project will recruit, develop, and retain at least 75 small-scale growers—primarily women, minority, immigrant, transitioning, and young farmers—to participate at farmers’ markets and other direct-to-consumer farm marketing outlets in order to overcome the primary supply-side barrier to establishing successful farmers’ markets within a 26-county region of South Texas. Project evaluation will include both quantitative and qualitative components. The qualitative evaluation will involve comparing project milestones with actual results in each phase of the project, which are listed below. The qualitative evaluation will involve performance evaluations done by training participants and by project partners.”

Milestone results include:

Identification Phase

1. A list of growers willing to market their produce through direct-marketing channels.
 - **As indicated in #2.3. above, this list includes over 85 farmers listed among the members of the active farmers’ markets and farmer cooperatives we are assisting.**

2. A list of groups of willing growers, grouped by geographical location.
 - **As indicated in #2.4 above, this list includes over 125 growers listed among the ten grower groups we are working with – two farmer cooperatives and eight farmers’ markets in the South Texas project’s service region.**

Development Phase

3. Train 50 participates to grow and sell produce through direct-marketing outlets.
 - **The eight farmers’ markets we work with have a total of 95 vegetable and fruit vendors as shown on #2.4. above.**
4. Provide technical assistance to 25 growers on production and marketing activities.
 - **We provided training and technical assistance to at least 40 percent of the 95 growers mentioned above (38 growers) and to many more potential growers.**
5. Develop five direct-marketing outlets to retain members of grower groups.
 - **We directly developed three farmers’ markets (Brownsville, Laredo, and South Padre Island. Worked to strengthen the Corpus Christi Farmers’ Market. Helped with Harlingen and San Juan at their beginnings. We continue to have plans to develop markets at McAllen, Robstown and La Feria.**

Dissemination Phase

6. Post best practices and strategies on at least three regional web sites.
 - **We only posted this project’s information in our web site, but we have links to several partners’ and other organizations’ web sites.**
7. Present best practices and strategies at three agriculture training events.
 - **We have shared this project’s information at several national conferences and vendor events in our South Texas service region.**

B.- Problems and Delays

There were problems with charging expenses to the GFDM grant which explain the small amounts reflected on the first two requests for reimbursement. We did start the project after the FMPP Teleconference Orientation we had with Linda Browne on October 23, 2008, as shown below on the Record of Grant Activities. We got a Notice of Receipt of the signed coop agreement by November 11. That same day we started the process of setting up the account. The University took two months for the account to be set and about six months to start posting expenses. Taking advantage of the resource leveraging we included in our grants (Collaborative Arrangements and Commitments) we charged expenses to other associated projects. We changed some of these expenses back to our GFDM grant so they properly reflect the activities conducted.

On October 12, we developed a request for advancement of funds and an expending plan to expend down the project by March 30, 2010. By January 28, we estimated that \$9,264.39 in unobligated funds will remain by March 28, 2010. We requested a no-cost extension.

C.- Additional Information and Future Project Plans

Record of Grant Activities:

2008

- October 23 FMPP Orientation Teleconference
- November 1 Opening of the Brownsville Farmers' Market
- November 3 Interview of graduate Student Assistant
- November 11 Meeting with Sponsored Projects - project account set-up
- November 21 Notice of receipt of signed coop agreement
- November 21 Send new (reduced) budget Excel spreadsheet
- November 25 Notice of receipt of new (reduced) budget Excel spreadsheet
- November 25 Interview of undergraduate Student Assistant
- December 1 Meeting with IT Systems – start development of Web Page

2009

- January 13 request for account banking information
- January 14 Brownsville Farmers' Market meeting
- January 17 Graduate Student orientation Meeting
- January 28-29 Partners Meeting in San Antonio, Texas – Presented project to stakeholders/partners
- January 30-31 Sustainable Agronomic Education Association Conference
- February 4 meeting with Organic Citrus producer – Technical assistance
- February 10 Sustainable Agronomic Education Association meeting
- February 13 TMBC meeting on potential growers database
- February 20 Training on Qualtrics (Survey Web site)
- February 23 Meeting at Del Rio, Texas – Goat producers group
- February 24 Meeting at Carrizo Springs, Texas - Goat producers group
- February 25 Meeting with TDA new regional coordinator
- February 26 Ag producer meeting – Ag Tourism venture – Farmers' Market vendor
- February 28 Delta Mercado Farmers' Market meeting
- March 3 Brownsville Farmers' Market meeting – deliver DVD – contact with vendors
- March 4 Ag Producer meeting – Ag venture – Farmers' Market vendor
- March 11 DISC – Farmers research – map
- March 19 Port Isabel Farmers' Market meeting
- March 21 Corpus Christi Southside Farmers' Market meeting – survey
- March 24 ToTAP Coop meeting – San Benito, Texas
- March 30-31 National Farmworkers Conference – USDA-AMS' GFDM presentation
- April 9 Laredo Farmers' Market – Assisted the Laredo Farmers' Market with a potential FMPP 2009 grant application
- April 15 Assisted Brownsville Farmers' Market with its FMPP 2009 grant application

- April 16 Assisted Corpus Christi Southside Farmers' Market with a potential FMPP 2009 grant application
- April 18 San Juan Organic Farmers' Market visit – contact vendors
- April 20 AVP Cooperative meeting – Rio Grande Valley
- April 23 Ag Training Meeting in Pearsall, Texas – present information on GFDM
- April 30 Heifer Partners meeting in San Antonio - present information on GFDM
- May 10 Valley Telephone Cooperative meeting – broadcast GFDM videos
- May 11 Interview Direct Marketing Specialist
- May 12 EQUIP NRCS meeting hosted – present information on GFDM
- May 28 Delta Mercado Farmers' Market – meeting with Board of Directors
- May 30 Ag Producer meeting – Ag Tourism venture – Farmers' Market vendor
- June 25 Develop Logo
- July 24 San Isidro meeting TMBC database
- July 27 Brownsville Farmers' Market – visit with vendors
- July 30 Laredo Farmers' Market
- August 11 Meeting at Del Rio, Texas
- August 12 Meeting at Uvalde, Texas
- August 13 Meeting at Carrizo Springs, Texas
- August 19 San Antonio, Texas – visits to Farmers' Markets
- August 21 Portland Farmers' Market visit
- August 22 Corpus Christi Southside Farmers' Market visit
- August 23 Port Isabel Farmers' Market visit
- August 24 La Feria Farmers' Market
- August 25 Weslaco Coop development – meeting with potential vendors
- August 31 La Feria Farmers' Market meeting
- September 2 Laredo Farmers' Market meeting
- October 2 visited with the City of La Feria, Texas to continue conversations to assist with their Farmers' Market and Community Garden projects
- October 3 Brownsville Farmers' Market open – conduct surveys
 - The market opened its second year with new officers, cooking demonstrations and plans to implement their AMS grant for the implementation of an EBT system. The three DVDs we made for them are found at:
http://www.youtube.com/results?search_query=Brownsville+Farmers+Market&search_type=&q=f
- October 10 Delta Mercado Farmers' Market set to open – conduct surveys
- October 17 Laredo RIO Fest - conduct surveys
- November
 - The design of the survey to identify growers as potential vendors for farmers' markets was finished, and a sample of 2100 instruments were mailed to agricultural producers living and operating within the project's 28-county service region. These producers were identified based on their participation on some of our past training sessions and because of their association with the agriculture industry in South Texas. So far, 389 instruments were returned because the addressees moved, are no longer producers, retired, died, or the addresses were

wrong; and 98 surveys were received completed. This represents an approximate current 6% response rate.

- November 7 Opening San Juan Farmers' Market – conduct surveys
- December 5 We were successful in opening a community garden to provide the Delta Mercado Farmers' Market with fresh, organically produced vegetables.
 - The Delta Mercado Farmers' Market failed to open in early October and will probably not open until sometime in 2010.
- December 5 The San Juan Organic Farmers' Market opened its third season. The market is functions only once a month, but we are discussing plans to assist them to open weekly in 2010.
- December 12 The Harlingen Farmers' Market opened.
 - They were finally successful on their third attempt at having a market. We have followed the development of this market and have assisted some of its vendors, many of which are also selling at the Brownsville Farmers' Market.
- December
 - The Corpus Christi Southside Farmers' Market continues to conduct successful sales every Saturday. This small group of vendors is a case study – they help each other, listen to us, use the promotional DVD in a very effective way, refuse my intents to open an electronic market, very conservative and industrious, gave us credit in their simple web page <http://www.farmersmarketcc.org/>
 - The organizers of the Brownsville Farmers' Market and a group of its vendors are planning to open a market in South Padre Island, Texas. We will assist them with this market early in 2010.

2010

- January 17 The South Padre Island Farmers' Market opened with a bang.
 - The same group of vendors selling at Brownsville and Harlingen now has a third venue to sell on weekends – Saturday morning, Saturday afternoon, and Sunday morning. We filmed the opening to develop a promotional DVD and a TV Video spot.
- January 28 A 90-Day No-Cost extension was requested January 28 and approved February 19. The new end-date for this project is now June 24, 2010.
- January
 - We have invited the core group of vendors selling at Brownsville, Harlingen and South Padre Island to have their markets participate in a Sustainable Agriculture Conference we are helping develop with the help of our Texas Rural Cooperative Center, February 4-6 in Edinburg, Texas. <http://SustainableAgRGV.org>
- February
 - Survey to identify growers as potential vendors for farmers' markets -- a second mail-out of 300 surveys to complete the original sample size, was sent out in February. We are still working on compiling and analyzing results. A complete report will be included with the final report of this project.
 - The San Juan Organic Farmers' market and some of the organizers of the proposed Laredo Main Street Farmers' market participated in the Sustainable Agriculture Conference.
 - The City of La Feria, Texas requested a second meeting to inquire about the formation of a farmers' market and a community garden. Plans still on hold

depending on the City organizers. They have conducted some informal markets to test the idea of having a farmers' market.

- The Delta Mercado Farmers' Market continues to be on hold pending some restructuring of their sponsor organization. A new Director for the Delta project is expected to come on board around March. The Community Garden continues to make progress with the installation of raise beds, clearing of land adjacent to the farmers' market facility.
- The Brownsville Farmers' Market continues to implement their USDA-AMS EBT and Marketing Campaign grant with success. We are working together with the market organizers and the manager to find funds to support their voucher program.
- The Corpus Christi Southside Farmers' Market has increased the number of vendors by adding some craft and value-added product vendors. The market continues to open year round. The manager is presenting the promotional DVD we prepare at Home & Garden shows to attract new customers to the market and add addresses to their weekly e-mail report.
- March 6 The San Juan Organic Farmers' Market opened for its third season. This market is opening every two Saturdays. Plans are made to open every Saturday for its three-month seasons.
- March 25 The Laredo Main Street Farmers' Market held an organizational meeting. Plans are to open the market around April-May.
- April 15 A New FMPP Proposal was sent on April 15. We plan to assist the Brownsville Farmers' Market with a continuation of their marketing campaign in 2011 to assure the sustainability of their new EBT project. Also, the proposal plans to fund the creation of four new EBT projects and four Promotional Campaigns for the farmers' markets we are assisting in Laredo, South Padre Island, Corpus Christi and Edcouch-Elsa, Texas.
- April
 - The Harlingen Farmers' Market continues to increase its number of visitors. The market opens Saturday afternoon to accommodate the Brownsville Farmers' Market vendors that sell at this market who sell there Saturday mornings. The organizers have not requested any formal assistance yet.
 - The Port Isabel FARO Farmers' Market still on hold because vendors at the neighboring farmers' markets does not like the facilities and the conditions of the owner of the facility who want to charge monthly rent for the spaces in the market. This project has great potential but may not crystallize after all. The location holds a number of permanent vendors, but there are no vendor selling produce at the moment.
- May 12 Vendor survey analysis was finished
 - During the spring of 2010 a survey was created and administered in an attempt to capture and better understand potential vendors in Southern Texas. The *Survey to Identify Potential Vendors for Farmers' Markets in South Texas* was developed to assess the potential supply of vendors for farmers' markets in the South Texas region. The survey was administered by mail to a sample of over 2,000 individuals who were selected from 20 counties in the South Texas region.
- June
 - The project ended June 24, 2010.

Farmers' Market Development Long-Term Project:

- 1. Brownsville Farmers' Market (UT-Brownsville-School of Health)**
 - initial contact 11.08
 - started 18-month formation work 01.06
 - first season operated 10.08–06.09
 - second season to open 08.09
 - 3 promotional DVDs and a business plan finished
 - healthy cooking demonstration project in the making
 - grant assistance with submission 04.09
 - vendor cooperative planned
 - market profile to USDA-AMS
 - booth - 2010 Sustainable Ag and Natural/Organic Gardening Conference
 - FMPP grant received September 09
- 2. Corpus Christi Southside Farmers' Market (CC Southside FM Association)**
 - year round support since Summer.08
 - 1 promotional DVD finished
 - grant assistance for 04.10
 - vendor cooperative requested
 - community garden requested
 - market profile to USDA-AMS
- 3. San Juan Organic Farmers' Market (Texas AgriLife Extension)**
 - second season to start next October
 - 1 promotional DVD in production
 - booth - 2010 Sustainable Ag and Natural/Organic Gardening Conference
 - market profile to USDA-AMS
- 4. Delta Farmers' Market (Edcouch) (Delta Region Revitalization Corporation)**
 - started formation work 06.09
 - 1 promotional DVD planned
 - vegetable garden project in the making
 - vendor cooperative planned
 - electronic farmers' market suggested
 - booth - 2010 Sustainable Ag and Natural/Organic Gardening Conference
 - market profile to USDA-AMS
- 5. Port Isabel Farmers' Market (City of Port Isabel, Texas)**
 - initial contact 02.07
 - meeting 03.19
 - will resume formation work Summer.09
 - meeting 08.23
- 6. Harlingen Farmers' Market (City of Harlingen, Texas)**
 - will start formation work 07.13
 - initial contact 02.07
 - meeting 07.13
 - meeting 07.27
- 7. Laredo Farmers' Market (Streets of Laredo, Inc.)**
 - will resume formation work 07.27
 - initial contact 12.06
 - grant assistance for 04.09
 - meetings 07.29 and 07.30

- meeting 09.02
 - meeting 10.07
 - meeting 11.04
 - meeting 12.02
- 8. Portland Farmers' Market (First Presbyterian Church)**
- initial contact 06.09
 - meeting 10.22
- 9. La Feria Farmers' Market (City of La Feria, Texas)**
- initial contact 07.09
 - meeting 08.24
 - meeting 08.31
 - vegetable garden project proposed
 - meeting 09.09
 - meeting 10.02

Locations to come:

- 10.** Uvalde (South West Texas Goat Producers Cooperative)
- 11.** Del Rio (La Cabra Feliz Goat Producers Cooperative)
- 12.** Carrizo Springs (Texas Winter Garden Trade Association)

Potential Locations: (3-Ring demographic analysis done)

- 13.** Mission
- 14.** McAllen
- 15.** Edinburg
- 16.** Eagle Pass

Other operating locations to be contacted:

- 17. Robstown (CC Southside FM Association)** (3-Ring demographic analysis done)
- 18.** Pleasanton
- 19.** Victoria
- 20.** San Antonio (3 associations - 20 locations)

D.- Funding to End of Project

Initiative to Grow Farmers for Direct Marketing
 USDA-AMS 12-25-G-0752
Actual Spend-Down to June 24 2010 - Budget Amendment - Final Reimbursement Request
 Recipient # 41BDCN013

Item	Approved Budget (09-28-08)	Reimbursements						Amended Budget (Actuals)	Outstanding Balance (06-24-10)
		First	Second	Third	Fourth	Fifth (03-31-10)	Sixth (06-24-10)		
Personnel									
Project Director (salaried)	\$7,592	\$ 38.88	\$ 1,588.39	\$ 2,444.45	\$ 2,642.77	\$ 3,159.60	\$109.41	\$0	
Ag-Business Marketing Specialist(s)	\$24,639	\$ -	\$ -	\$ -	\$ -	\$ -	\$29,105.42	\$0	
Graduate Research Assistant(s)	\$7,495	\$ -	\$ 1,183.00	\$ 2,883.50	\$ 6,979.86	\$ 11,566.12	(\$15,484.98)	\$0	
	\$39,726						\$46,196.42		
Fringe Benefits									
Personnel Cost x 28% (salaried)	\$9,025	\$ 11.59	\$ 448.09	\$ 714.26	\$ 797.84	\$ 971.48	\$0.00	(\$0)	
Personnel Cost x 10% (dir. Wage)	\$749	\$ -	\$ 6.50	\$ 133.03	\$ 309.76	\$ 412.43	\$194.93	\$0	
	\$9,774						\$3,999.91		
Supplies									
	\$1,800	\$ -	\$ -	\$ 592.76	\$ 1,338.37	\$ 353.95	(\$785.68)	\$0	
	\$1,800						\$1,499.40		
Travel									
Mileage	\$1,727	\$ -	\$ -	\$ 473.55	\$ 2,173.77	\$ 496.65	\$0.00	(\$0)	
In-state per diem and lodging	\$2,500	\$ -	\$ -	\$ 1,068.93	\$ 807.75	\$ 70.38	\$0.00	(\$0)	
	\$4,227						\$5,091.03		
Other									
Telephone & Internet	\$900	\$ -	\$ -	\$ 0.44	\$ 61.87	\$ 47.55	\$71.10	\$0	
Printing/Postage	\$1,800	\$ -	\$ -	\$ -	\$ 672.57	\$ 539.59	\$47.12	(\$0)	
	\$2,700						\$1,440.24		
Indirect Charges									
10% Federal Request	\$5,823	\$ 5.04	\$ 320.61	\$ 831.08	\$ 1,554.62	\$ 1,785.72	\$1,325.93	\$0	
	\$5,823						\$5,823.00		
Totals:	\$64,050	\$55.51	\$3,526.59	\$9,142.00	\$17,339.18	\$19,403.47	\$14,583.25	\$64,050.00	

C.L. 5/25/10

Project Director: Carlos Lago-Silva Recipient: The University of Texas-Pan American

F.- Survey to Identify Potential Vendors for Farmers' Markets in South Texas

- Letter of Invitation to Participate in the Survey
- Survey Instrument
- Survey Results



RURAL ENTERPRISE DEVELOPMENT
A Division of Community Engagement

THE UNIVERSITY OF TEXAS-PAN AMERICAN

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Fall 2009

Dear Agricultural Producer:

You have been chosen to receive this survey based on your participation on some of our past training sessions and because of your association with the agriculture industry in South Texas. We value your opinion and would like to ask you to take ten minutes of your time to review and answer a few questions. The results will be used to better understand the present state of agriculture production in South Texas, and the reasons why farmers/gardeners choose to participate in farmers' markets.

The purpose of the survey is to identify and assist potential vendors to participate in farmers' markets in South Texas. The information from the survey will be kept confidential. When finished, please fold and place the completed survey in the enclosed envelope, and return it to the University of Texas-Pan American. Postage has been pre-paid.

I would like to invite you to attend the 9th Annual Conference for Large and Small Food Production: *Healthy Soils—Healthy Foods*, which is being presented early next year by one of our partners, the Sustainable Agronomic Education Association (SAEA) of the Rio Grande Valley. We enclosed conference information on their behalf. Please review the inserts and call SAEA for registration and payment. The conference website is <http://www.sustainableagrgv.org>

Thank you for taking the time to participate in this survey. Please feel free to contact me if you have any questions about our projects and/or the survey.

Best regards,

Carlos Lago-Silva
Associate Director for Rural Enterprise Development
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INITIATIVE TO GROW FARMERS FOR DIRECT MARKETING
A grant project funded by USDA Agricultural Marketing Service

The primary goal of the *Initiative to Grow Farmers for Direct Marketing* is to recruit and retain women, minority, immigrant, transitioning, and young farmers to participate at farmers' markets and other direct-to-consumer farm marketing outlets within a 26-county region of South Texas.

What primary method do you use to market/sell your products? <i>(Choose one)</i>	What other methods do you use to market/sell your products? <i>(Check all that apply)</i>
A) Wholesale Broker	A) Wholesale Broker
B) Farmer Cooperative	B) Farmer Cooperative
C) Farm Store	C) Farm Store
D) Grocery Store	D) Grocery Store
E) Restaurant	E) Restaurant
F) Farmers' Market	F) Farmers' Market
G) Roadside stand	G) Roadside stand
H) CSA	H) CSA
I) Other:	I) Other

Do you produce enough surpluses to offer wholesale pricing to larger accounts?	Have you ever sold your products at a Farmers' market?
A) Yes	A) Yes
B) Maybe	B) No
C) Probably not	
D) Definitely not	

If yes, are you currently selling at a farmers' market?	If no, would you be interested in marketing/selling your products at a Farmers' market?
A) Yes	A) Yes
B) No	B) No

If yes, what is the name and location of the farmers' market?

If yes, what is the greatest distance you would be willing to travel to participate in the Farmer's market?	If no, what is the primary reason you would not like to participate in a farmers' market?
A) Less than 5 miles	A) Use other ways to sell my products <i>(Please list)</i>
B) 6- 10 miles	B) Grow too much produce to sell at a farmers' market
C) 11-15 miles	C) Previous unsatisfactory experience selling at a farmers' market
D) 16-20 miles	
E) 21-30 miles	
F) More than 30 miles	

If yes, what would be the primary product you would sell at a farmers' market? <i>(Choose one)</i>	What else would you sell at a farmers' market? <i>(Check all that apply)</i>
A) Vegetables	A) Vegetables
B) Fruits	B) Fruits
C) Meat/Dairy	C) Meat/Dairy
D) Eggs	D) Eggs
E) Honey	E) Honey
F) Nursery Products	F) Nursery Products
G) Herbal Products	G) Herbal Products
H) Crafts	H) Crafts
I) Processed food items	I) Processed food items

What days would be willing to sell at a farmers' market? <i>(Check all that apply)</i>						
A) Monday	B) Tuesday	C) Wednesday	D) Thursday	E) Friday	F) Friday	G) Sunday

What time would you be willing to sell at the farmers' market?		
A) Morning	B) Afternoon	C) Both

TRAINING / TECHNICAL ASSISTANCE

If farmer/vendor training classes were available, free of charge, would you be interested in attending?
A) Yes
B) No

If you would like to receive technical assistance, free of charge, what kind of assistance would you be interested in receiving? <i>(Check all that apply)</i>
A) On-farm assistance
B) On-business assistance
C) Telephone assistance
D) On-line assistance
E) Other: <i>(Please indicate)</i>
• -

What classes would you be interested in attending?
A) Small-scale Farming
B) WIC/Senior Farmers Market Nutrition Program
C) Direct-to-Consumer Marketing
D) Setting up a Farmers' Market
E) Organic Production
F) Organic Certification
G) Financing Opportunities
H) Food Processing
I) Other: <i>(Please indicate)</i>
• -
• -
• -
• -

SOUTH TEXAS FARMERS' MARKETS

We are currently working with established, developing, and proposed farmers' markets in South Texas. Please indicate which markets/locations you would probably be likely to participate in: <i>(Check all that apply)</i>	
A) Brownsville Farmers' Market	B) Mercado Delta Farmers' Market / Edcouch
C) Corpus Christy Southside Farmers' Market	D) San Juan Organic Farmers' Market
E) Port Isabel FARO Farmers' Market	F) Harlingen Farmers' Market
G) Laredo Main Street Farmers' Market	H) Padre Island
I) San Antonio (21 locations)	J) McAllen
K) Pleasanton	L) Mission
M) Robstown/Callalen	N) Edinburg
O) Portland /Fulton	P) Uvalde
Q) Alice	R) Del Rio
S) Kingsville	T) Eagle Pass
U) Victoria	V) Carrizo Springs

Thanks for participating in our farmer/vendor survey!

Please do not write in this section:

This survey was conducted	Administered by:
A) in person C) by e-mail	Name:
B) by mail D) by telephone	Date:

The University of Texas – Pan American

Rural Enterprise Development

Survey to Identify Potential Vendors for Farmers' Markets in South Texas

Survey Findings

May 12, 2010

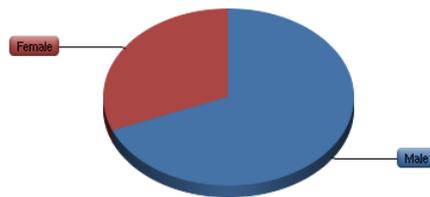
- **Introduction**

During the spring of 2010 a survey was created and administered in an attempt to capture and better understand potential vendors in Southern Texas. The *Survey to Identify Potential Vendors for Farmers' Markets in South Texas* was developed to assess the potential supply of vendors for farmers' markets in the South Texas region. The survey was administered by mail to a sample of over 2,000 individuals who were selected from 20 counties in the South Texas region.

- **Key Findings**

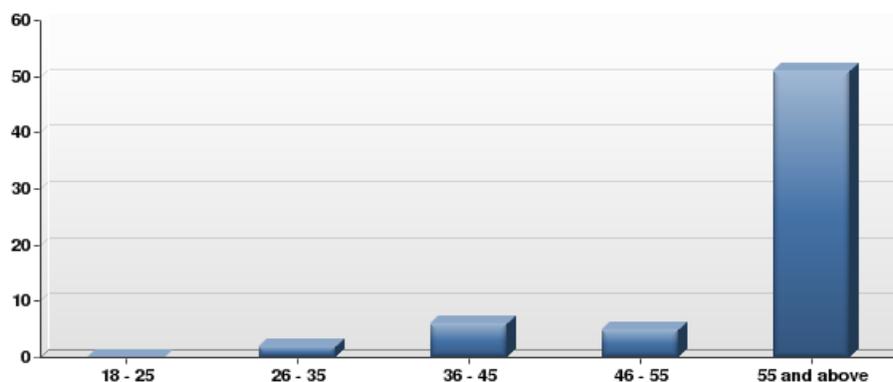
I. Demographic Findings

Gender



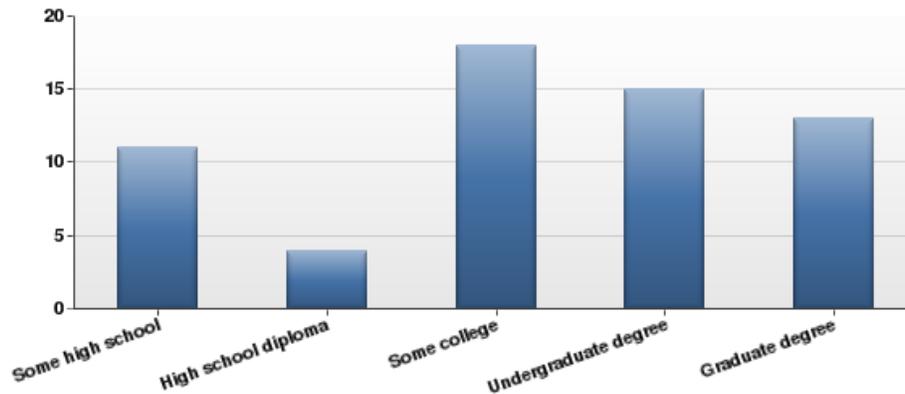
This graph represents the proportion of male to female respondents. Most respondents, 69% were male and only 31% were female.

Age



This graph outlines the distribution of ages between the respondents. An overwhelming 87% of respondents are age 56 and above.

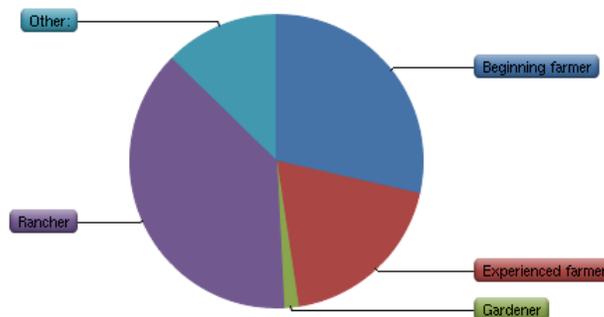
Level of education



The graph depicts the various levels of education of the respondents. Most respondents (30%) have at least some college or more; 25% of respondents hold undergraduate degrees; and, 21% hold graduate degrees, which suggests a growing trend toward education.

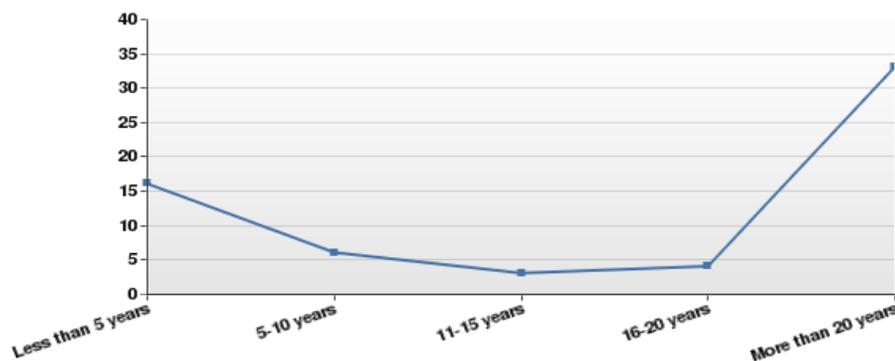
II. Potential Vendor Findings

Classification



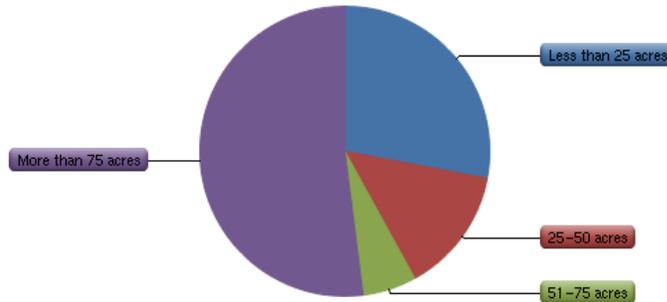
This graph shows the proportion of respondents that chose that they either considered themselves to be a beginning farmer, experienced farmer, gardener, rancher, or other. Most respondents (38%) considered themselves to be ranchers, while 29% considered themselves to be beginning farmers.

Years Farming



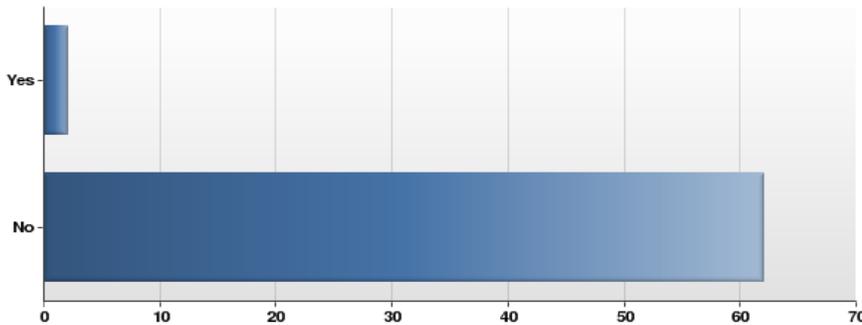
The majority of respondents (53%) have been farming for over 20 years, which coincides with the high age of farmers.

Acreage



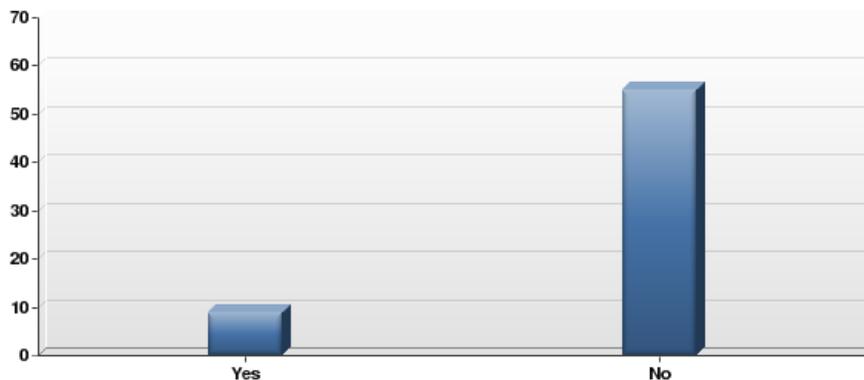
This graph depicts the amount of acreage that respondents utilize as farm land. The majority of respondents farm on more than 75 acres, which could have a significant influence on whether or not they would be willing to sell at a farmers' market.

USDA Organic Producers



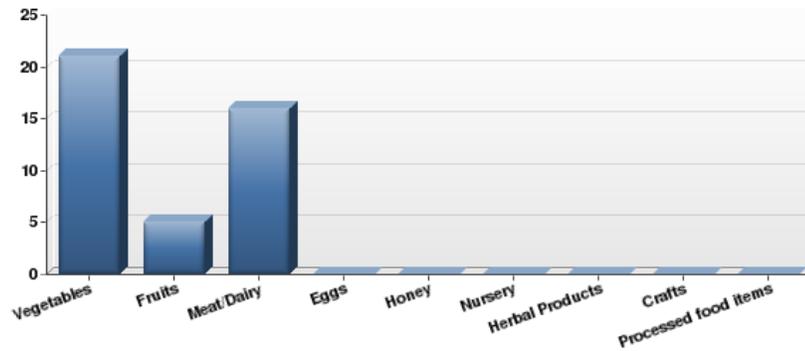
When asked if respondents were USDA certified organic producers, only two respondents out of 65 respondents claimed to be certified USDA organic producers. This could suggest that perhaps there is a need to inform farmers of the certification process.

Sources of Income



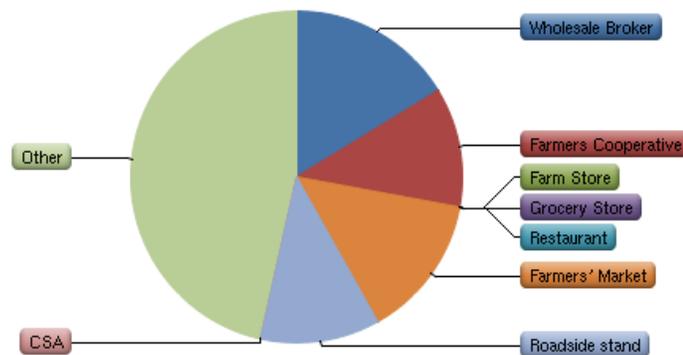
This graph represents the proportion of respondents of which farming is the main source of income. The majority of respondents do not use farming as a primary source of income. Only 14% of respondents use farming as the primary source of income.

Highest Selling Product



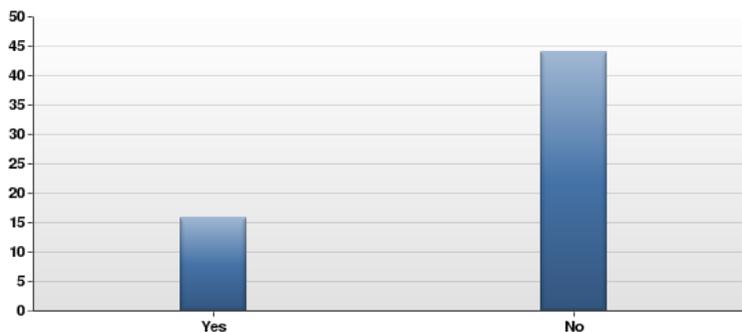
This graph represents what respondents claimed to be their highest selling products. The majority of respondents (50%) claimed that vegetables are their highest selling product, followed by meat and dairy products at 38%, with fruits in third place.

Method of Selling



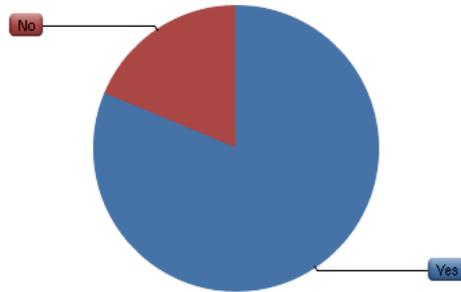
This graph shows a representation of the various methods respondents used to sell their products. When asked what methods the respondents use to sell their products, the majority of respondents sold their products in other ways that the survey did not have an option for. Many of the respondents claimed to sell their products at livestock auctions because an overwhelmingly large amount of respondents are cattle ranchers. However, 26% of respondents are currently selling at farmers' markets, followed by 13% selling to wholesale brokers.

Farmers' Market



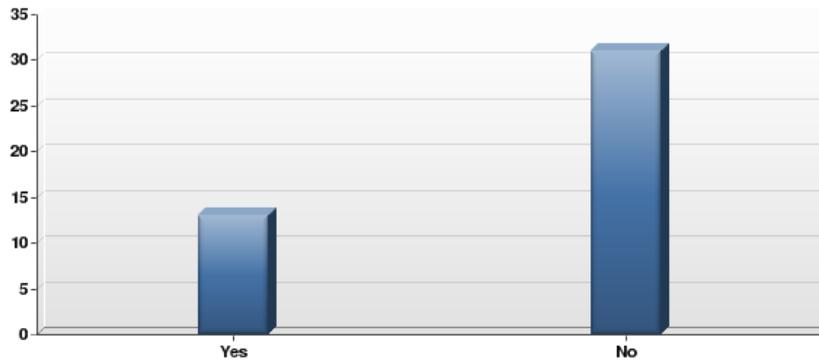
This graph depicts whether respondents have sold their products at farmers' markets before. 73% of respondents never sold at a farmers' market before.

Farmers' Market (Cont')



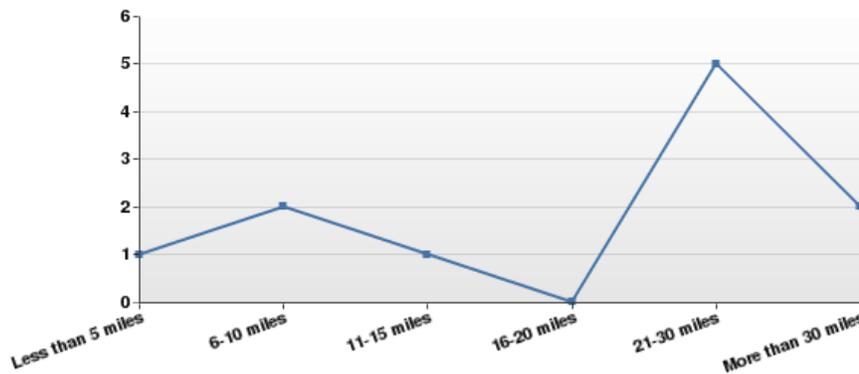
This graph shows a representation of the respondents who have sold at a farmers' market and are currently selling at farmers' markets. 81% who have sold at farmers' markets are currently selling at farmers' markets.

Farmers' Market (Cont')



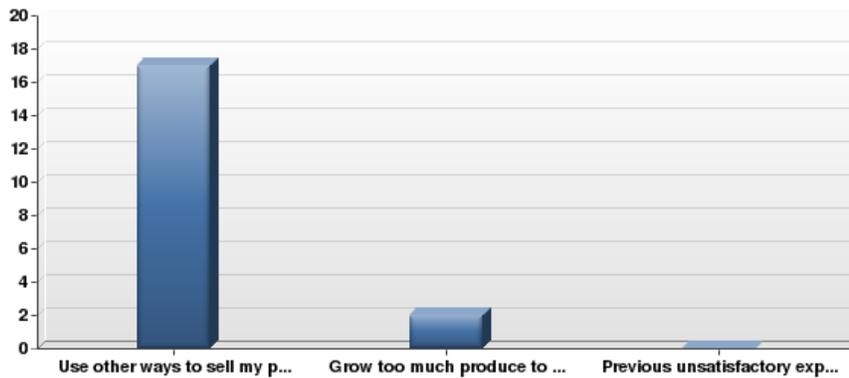
This graph represents the portion of respondents who have not sold at farmers markets and would NOT be interested in selling at a farmers' market. Of those respondents who have not sold at farmers' markets, 70% would NOT be interested in selling at a farmers' market.

Proximity



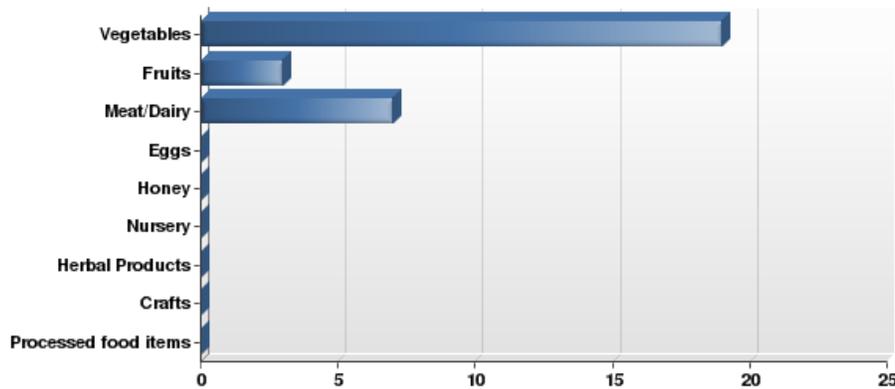
This graph represents the distance respondents would be willing to travel to participate in a farmers' market. The majority of respondents would be willing to drive between 21 to 30 miles.

If Not, Why?



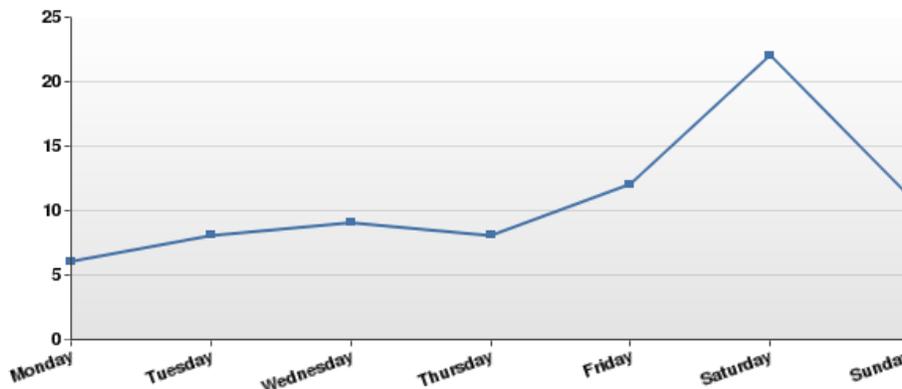
This graph represents the primary reason the majority of respondents (89%) who did not wish to participate in selling their products at farmers’ markets. The primary reason given was due to the respondents utilizing other methods to sell their products.

Primary Product



This bar graph is a representation of the respondents that would be willing to sell at a farmers’ market; of those that answered yes, the majority chose vegetables as the primary product they would be willing to sell, followed by fruits, meats and dairy products.

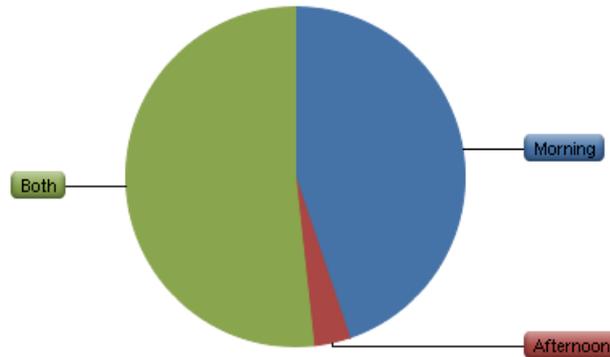
Days of Operation



This graph shows which days respondents would be willing to participate at a farmers’ market. When the respondents were asked which days they would be willing to sell at a

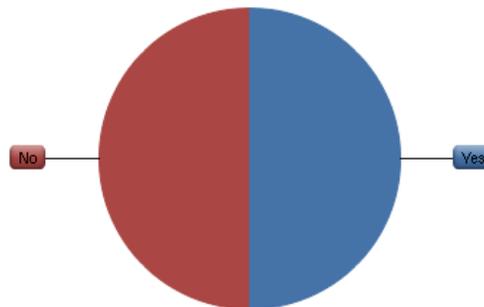
farmers' market the majority (71%) chose Saturday. However, the rest of the days of the week did not fall far behind, with 39% willing to participate on Friday and 35% on Sunday. Wednesdays were the fourth preferred day.

Time of Day



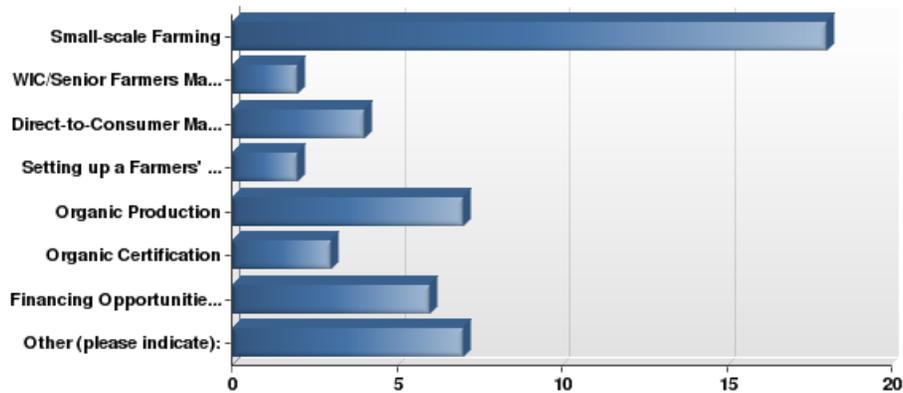
This graph represents the time of day respondents would be willing to participate at a farmers' market. When respondents were asked what time they would be willing to sell at a farmers' market, the majority (52%) did not seem to mind selling in both the morning and the afternoon. However, 45% said that they would only be willing to sell in the morning.

Training



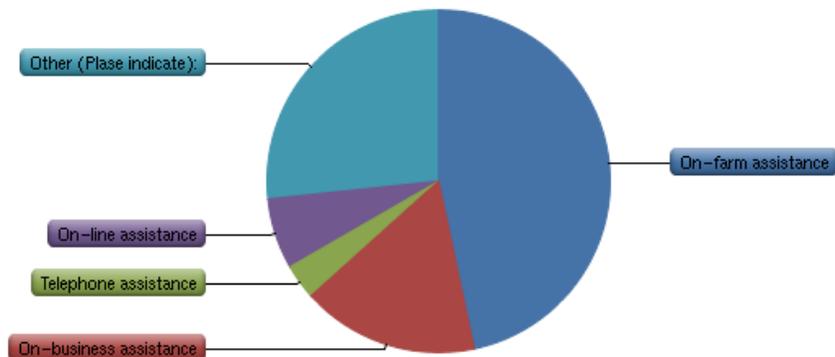
This graph represents whether or not respondents would be interested in vendor training classes if available. If vendor training classes were available, free of charge, 50% of respondents would not be interested, and 50% of respondents would be interested in attending.

Types of Training Classes



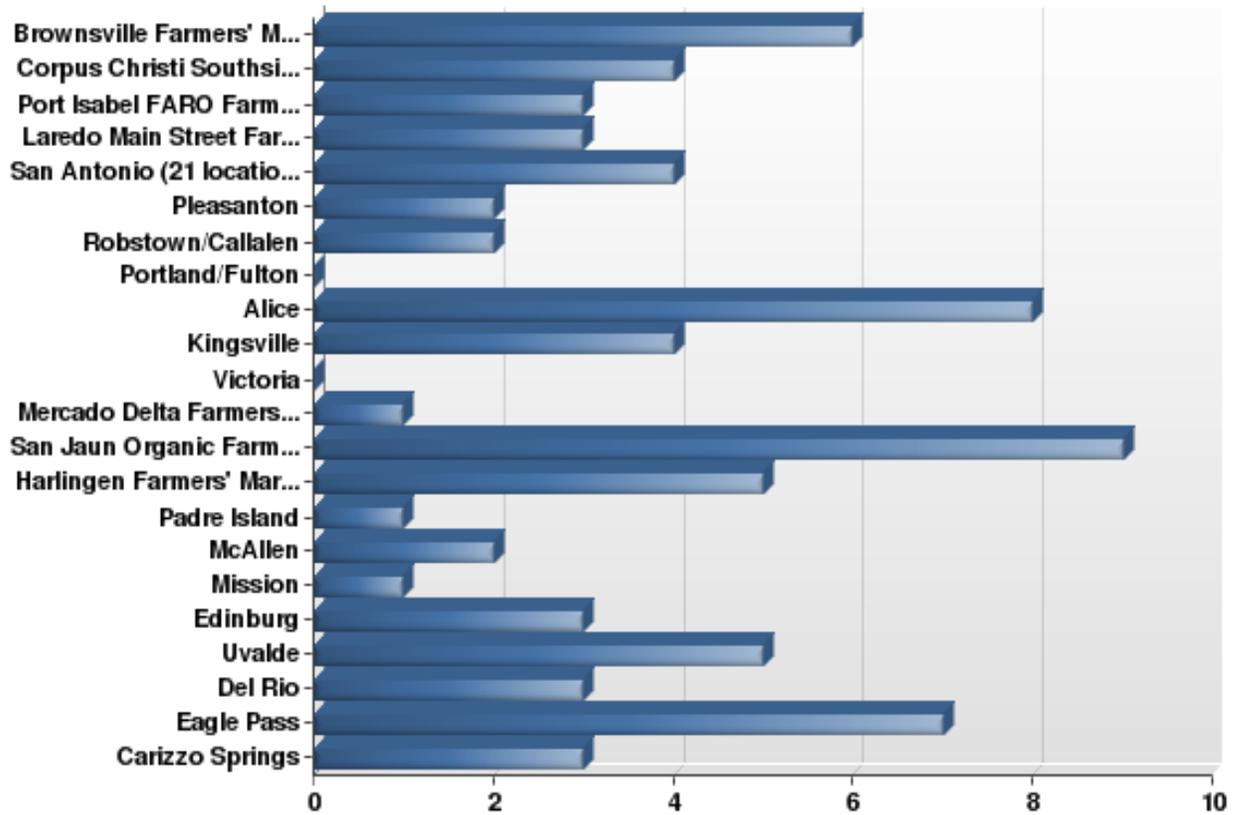
This graph represents the types of training classes respondents would be interested in if available. Of the respondents who would attend training classes, 56% would like to attend small-scale farming classes, 6% would like to attend WIC/Senior farmers market nutrition program, 13% would like to attend direct-to-consumer marketing classes, 6% would like to attend setting up a farmers' market classes, 22% would be interested in organic production classes, 9% would be interested in organic certification classes, and 19% would be interested in financing opportunities classes.

Technical Assistance



This graph represents the types of technical assistance that respondents would be willing to receive. Respondents were asked what kind of technical assistance they would be interested in receiving. 54% chose on-farm assistance, 19% chose on-business assistance, 4% chose telephone assistance, 8% chose online assistance, and 31% chose another.

Location



This graph represents the locations and the proportion of respondents willing to participate at farmers' markets in those locations within the project's service area.