

UC Santa Cruz

Teaching Direct Marketing and Small Farm Viability

Title

Teaching Direct Marketing and Small Farm Viability, 2nd Edition. General Resources

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General Resources

This manual contains resource sections to directly support each unit. Listed below are some resources that don't necessarily support a given lecture, but offer either a broad array of useful information or other specific topics that may be useful to instructors and students alike.

Exploring Farming

Hayes, Kathryn, Judith Gillan, Eric Toensmeier, and Michelle Wiggins. 2009. *Exploring the Small Farm Dream: A Decision-Making Workbook, 2nd Edition*. Belchertown, MA: New England Small Farm Institute. www.smallfarm.org/main/for_new_farmers/exploring_the_small_farm_dream/workbook/

This manual can be purchased from the New England Small Farm Institute, and supplemental materials can be accessed for free at the url listed above. All of these materials are intended to help would-be farmers decide if farming is indeed the career for them, and if so, help them take their first steps. The supplemental online materials provide a number of useful tools assessing personal, environmental, and other resources needed to farm.

General Websites & Information for Beginning Farmers

Beginning Farmers

www.beginningfarmers.org

The website was developed to serve beginning farmers, farm educators, policy makers and activists. It provides an extensive array of information on farming topics, and a regularly updated blog with current information on policy, jobs, research and other issues facing those in agriculture.

Choices Magazine – Beginning Farmer Rancher Edition

www.choicesmagazine.org/choices-magazine/theme-articles/innovations-to-support-beginning-farmers-and-ranchers

This edition of Choice Magazine offers several articles relevant to new and beginning farmers, including a discussion of challenges, Farm Bill resources available for beginning farmers, innovations in supporting new farmers and others.

The Greenhorns – A Field Guide for Beginning Farmers – Wikispace

fieldguideforbeginningfarmers.wikispaces.com/

This on-line guide pulls together information to help new and young farmers get the resources they need. Topics include education, access to land, capitalization, how to get started, marketing, community, and many more.

Northeast Beginning Farmer Project

nebeginningfarmers.org

Created by Cornell University, this site provides a great variety of resources for new and beginning farmers.

Start2Farm

start2farm.gov

The beginning farmer/rancher platform is host to a library of resources developed through the USDA Beginning Farmer and Rancher Development Program. The site is a project of the National Ag Library of the USDA in partnership with the National Farm Bureau Foundation.

Virtual Grange

virtualgrange.org

A project of the Stone Barns Center, the Virtual Grange connect beginning farmers from around the country to share ideas and solutions to problems. They provide forums, tutorials, current agricultural news, and notices for conferences, workshops and other education opportunities. It is also place to find advice from more experienced growers.

National Educational Resources and Programs

The Land Grant University Extension System

The Extension System is a nationwide, non-credit educational network. Each U.S. state and territory has a state office at its land-grant university and a network of local or regional offices. These offices are staffed by one or more experts who provide useful, practical, and research-based information to agricultural producers, small business owners, youth, consumers, and others in rural areas and communities of all sizes.

Local Extension System Offices

www.csrees.usda.gov/Extension/

This website can be used to find your local office.

eXtension

www.extension.org

eXtension is the online access to Land Grant University Extension resources.

Regional Farm Financial and Risk Management Education Centers

www.csrees.usda.gov/nea/economics/part/farm_part_centers.html

There are 4 of these centers nationwide.

Sustainable Agriculture Research and Extension (SARE)

www.sare.org/State-Programs/State-Program-Webpages

SARE is a special emphasis program providing federal research funds to collaborative research projects hosted at state Land Grant institutions. There are contact points in each state and U.S. territory.

National Center for Appropriate Technology/Appropriate Technology Transfer to Rural America

attra.ncat.org

NCAT/ATTRA hosts an outstanding storehouse of accessible materials for new and beginning farmers and ranchers; including Spanish language resources and a hotline to talk to an expert adviser.

National Agricultural Law Center

nationalaglawcenter.org

The National Agricultural Law Center is a project of the USDA National Ag Library, and provides agricultural law research and information nationally.

National Immigrant Farming Initiative

www.immigrantfarming.org

The National Immigrant Farming Initiative focuses on increasing the ability of immigrants to successfully farm.

National Associations

American Farm Bureau

www.fb.org

The American Farm Bureau is the largest membership organization representing farmers and ranchers. They have a DC Headquarters, active independent local organizations in most counties and all states, and young Farmers and Ranchers programs at the local, state and national level.

The Black Farmers and Agriculturalists Association (BFAA)

www.bfaa-us.org

BFAA addresses to the issues of Black farmers which has both national and state-specific chapters.

National Farmers Union (NFU)

nfu.org

The FNU is a national advocacy organization with a DC Headquarters with active independent local membership in most states. They run a national leadership program for beginning farmers and ranchers available to diverse candidates on a competitive merit-based application process.

National Family Farm Coalition (NFFC)

nffc.net

The NFFC is a national advocacy organization with its headquarters in DC. They are primarily focused on family farm economic competitiveness. While their activities are not generally beginning farmer/rancher specific, they will focus on beginning farmer/rancher specific legislation and programs and did a "Mentoring Report & Toolkit" to address beginning farmer/rancher issues.

National FFA (Formerly Future Farmers of America)

ffa.org

The FFA works with high-school students to provide educational enhancement for future farmers and ranchers. Their headquarters is in Indiana, and they have branches in every state.

National Grange

nationalgrange.org

The National Grange is a membership advocacy organization. They are headquartered in DC and have independent active chapters at the local and state level.

National Sustainable Agriculture Coalition (NSAC)

sustainableagriculture.net

NSAC is a national advocacy organization with member organizations from many states. They do not have a beginning farmer/rancher specific focus unless there is beginning farmer/rancher specific national legislation – in which case they provide excellent coverage of political developments.

National Young Farmers Coalition

youngfarmers.org

The National Young Farmers Coalition is a national membership organization which provides education and advocacy.

National Young Farmer Educational Association

nyfea.org

This organization provides national leadership development for young farmers. They are headquartered in Alabama and have participation from many other states.

Rural Coalition/Coalición Rural

ruralco.org

This organization, headquartered in Washington, D.C., is a political advocacy group working on behalf of minority farmers and ranchers.

Women, Food and Agriculture Network (WFAN)

www.wfan.org

WFAN is a group of women involved in all types of roles within sustainable agriculture (farmers, landowners, advocates, students, others) who are interested in creating a more sustainable food system through providing each other with connection, support and information.

Urban Farming and Gardening Resources

American Community Gardening Association

www.communitygarden.org

This organization provides information and resources for urban farms as well as community gardens.

Growing Power

www.growingpower.org

Growing Power focuses on creating community food systems through operating urban farms, sharing with others how to grow food in an urban setting, and providing education and technical assistance to farmers.

Resource Centres on Urban Agriculture and Food Security (RUAF)

www.ruaf.org

RUAF is an international organization devoted to supporting urban agriculture worldwide through research, projects, publications and trainings.

Urban Agriculture – University of California, Division of Agriculture and Natural Resources

ucanr.edu/sites/UrbanAg

This website provides information and resources for those wanting to start urban farms and gardens.

