Building Markets for Small Black Farmers

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Alabama Outreach
“The Holistic Approach”
“THE HOLISTIC APPROACH”

Designed to consider and look at the total needs of the community before attempting to assist with solving problems.
IN 1996

- A Group of Black Farmers Marched in Washington
- Secretary Conducted Forums Across the Country
- The CRAT Team Caucus Forum
- The CRIT Report Recommendations
- USDA Agencies Conduct Outreach
OUTREACH STRUCTURE

- State FAC
- Outreach Council
- Working Group
- County FAC
- Locally-Led Process
COMPONENTS OF AN EFFECTIVE OUTREACH EQUATION

Under-served people =

- Local FAC and Community Leaders
- Customer ID
- ID Leaders for Under-served Communities
- Schedule and Hold Community Meetings
- Record and Process Community Concerns

- Housing
- Water
- Sewage

- Social Needs
- Agricultural Needs
- Marketing Needs
OUTREACH EQUATION (CON'T)

- Record and Process Community Concerns
- Establish Steering Committee
- Assist with Vision Statement
- Develop Goals and Objectives
- Develop Action Plan
- Outreach Projects

=Served people
Southeast Rabbit Cooperative, Inc.
Southeast Rabbit Cooperative, Inc.

Project Overview

- Co-op Has 40 Members
  (individual producers cannot survive)
- Increase Number of Producers
  (take to commercial level)
- Vertical Integration
- Build Processing Plant
- Market Product
Southern Beef Growers Cooperative

Project Overview

- Farmers Interested in Vertical Integration
- Co-op Has 100 Members
Southern Beef Growers Cooperative

Project Overview (Con’t)

- Co-op Has Its Own Finishing Facility
Southern Beef Growers Cooperative

Project Overview (Con’t)

- Processing Plant Is Federally Inspected
Southern Beef Growers Cooperative

Project Overview (Con’t)

- Marketing Finished Meat Products In AL, MO, WI, CA, FL, and GA
- Website: www.downsouthfood.com
SUMMARY

- A System Is Needed To:
  - Provide Continued Holistic Outreach
  - Identify A Funding Source

- Ensure Congress Appropriates Enough Outreach Funds for USDA Agencies
- USDA Agencies Implement Outreach Plan To Utilize Funds
- State FAC Request Funds From National Offices for Local FAC
SUMMARY

- A System Is Needed To:
  - Establish Markets for Limited Resource Farmers
  - Identify a catalyst to receive funds
  - Identify manager to work at ground level
The Holistic Approach Works

The End