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Building Markets for Small Black Farmers

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Prepared for
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Building Markets for Small Black Farmers

Alabama Outreach
"The Holistic Approach"

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“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

Southeast Rabbit Cooperative, Inc.

Southern Beef Growers Cooperative

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