



SEGUNDO SIMPOSIO ANUAL DE AGRICULTORES HISPANOS Y PROFESIONALES AGRÍCOLAS 2020

October 22nd, 2020
Zoom Webinar



WELCOME TO THE SECOND HISPANIC FARMERS AND AGRICULTURAL PROFESSIONALS SYMPOSIUM!



The U.S. Hispanic population in the U.S. is 18.5 percent of the total population, over 60 million residents. Hispanics are essential to U.S. agriculture's success. Thousands of Hispanic farmers, farmworkers, agricultural professionals, policymakers, leaders in agricultural sciences, and diverse consumers of agricultural goods and services make important contributions to the U.S. economy, from promoting food and energy security to supporting jobs in communities across the country.

The 2nd Hispanic Farmers and Agricultural Professionals Symposium celebrates Latino agriculture heritage and leadership, connecting youth, farmers, and agricultural professionals from across the United States. Agriculture and, specifically, Latino leadership in agriculture is essential to the future of our nation's economy, food security, and the protection and conservation of natural resources. Hispanics who love agriculture embrace the challenge of leading and feed new generations of Americans. Although many challenges remain, we are well positioned to continue taking action to help strengthen the agricultural sector and promote diverse and bilingual educational opportunities.

Enjoy the symposium and many successful crops to come,

Dr. H. Nolo Martínez and Maya McEralth
Copresidents, Nolo Consulting, LLC

¡BIENVENIDO AL SEGUNDO SIMPOSIO DE AGRICULTORES HISPANOS Y PROFESIONALES AGRÍCOLAS!



La población hispana de los estados unidos representa el 18.5 por ciento de la población total, más de 60 millones de residentes. Los hispanos son esenciales para el éxito de la agricultura estadounidense. Miles de agricultores, trabajadores agrícolas, profesionales agrícolas, legisladores, líderes en ciencias agrícolas y diversos consumidores de bienes y servicios agrícolas hispanos contribuyen a la economía de los EE. UU. desde la promoción de la seguridad alimentaria y energética, hasta el apoyo al empleo en comunidades de todo el país.

El 2do Simposio de Agricultores y Profesionales Agrícolas Hispanos celebra la herencia y el liderazgo de la agricultura latina, conectando a jóvenes, agricultores y profesionales agrícolas de todo Estados Unidos. La agricultura y, específicamente, el liderazgo latino en agricultura es esencial para el futuro de la economía, la seguridad alimentaria y la protección y conservación de los recursos naturales de nuestra nación. Los hispanos que aman la agricultura aceptan el desafío de liderar y alimentar a las nuevas generaciones de estadounidenses. Aunque aún quedan muchos desafíos, estamos bien posicionados para continuar tomando acciones para fortalecer el sector agrícola y promover oportunidades educativas diversas y bilingües.

Disfrute del simposio y de muchos cultivos exitosos por venir,

Dr. H. Nolo Martínez y Maya McEralth
Copresidentes, Nolo Consulting, LLC

Symposium Program

Thursday, October 22nd, 2020

Simultaneous Interpretation: Angelica Schiavone, Full Circle Interpreting

Master of Ceremonies: Sara Espinosa, Nolo Consulting, LLC

10:00 - 10:15 am **Welcome**

10:15 - 10:20 am **Webinar Zoom Logistics**

10:20 - 10:30 am **Welcome Statements**

- Jimmy Bramblet (USDA NRCS Deputy Chief of Programs)
- Ronald Harris (USDA NRCS Director of Outreach and Partnerships Division)
- H. Nolo Martínez - Director, Champions in Conservation Learning Network

10:30 - 11:00 am **2020 Featured Farmer** - Mr. José "Pepito" Fabre

11:00 - 11:20 am **U.S. Hispanic Producers and the Impact of COVID-19 on Agriculture** – Maya McElrath and Dr. H. Nolo Martínez, Nolo Consulting, LLC

11:20 - 12:30 pm **Farmers / Professionals Panel- Agriculture in the time of COVID-19**

- **Farmers:** Ms. Mónica Lau Meloncon, TMOISE Farms (Sunset, Louisiana), Agro. Heriberto Martínez-Méndez, Finca Bien-Estar (Las Marías, Puerto Rico), Ricura Caribeña Farm (Mayagüez, Puerto Rico)
- **State Conservationist Panel:** Carlos Suarez (NRCS California), Luis Cruz-Arroyo (NRCS Caribbean), Rafael Vega (NRCS North Carolina)

1:00 - 1:45 pm **Break**

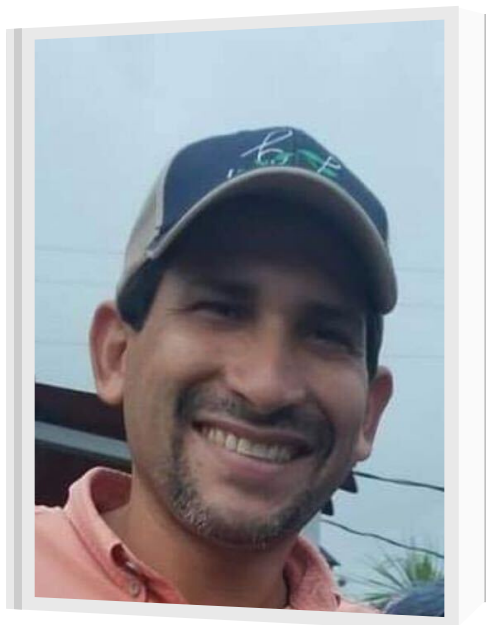
1:45 - 3:00 pm **Champions in Conservation Learning Network Module Presentations**

3:00 - 4:30 pm **Champions in Conservation Learning Network Student Interns Presentations**

4:30 - 5:00 pm **Introduction of Conservation Within Your Reach Book and Closing Remarks**

2020

2020 Featured Farmer



JOSÉ "PEPITO" FABRE
Farmer/Agronomist

<https://www.bananerafabre.com/>

Jose "Pepito" Fabre is a master farmer and administrator of Bananera Fabre, Inc., a 100% Puerto Rican family business dedicated to agricultural production for 20 years. Although the initial focus of Bananera Fabre was directed towards the production of bananas and plantains, today, they have added products such as kale, tomatoes, citrus fruits, pumpkins, papayas, avocado, hemp, among others. Pepito's and Bananera Fabre's approach is towards efficient agriculture that integrates technology but always seeking the highest possible yield without affecting the environment. For this reason, Pepito is committed to establishing conservation practices with the technical support of NRCS and is a faithful believer that the conservation of natural resources is necessary for the development of sustainable agriculture and the food security of Puerto Rico.



EDWIN MAS
RETIRED NRCS CONSERVATION SPECIALIST AND
CHAMPIONS IN CONSERVATION SENIOR ADVISOR

Retired agronomist from USDA-NRCS and the University of Puerto Rico, Mayagüez Campus, which together have 35 years of experience in natural resource conservation. Edwin has written several internationally recognized publications on vegetation issues and has worked on technology transfer in the Pacific, Asia, Central and South America, among others. Currently, he owns an agroforestry project in the municipality of Ciales, PR, which includes coffee and breadfruit crops, and collaborates with Nolo Consulting as a coach of the conservation module of the Champions in Conservation Learning Network program.

Speakers Biographies



JIMMY BRAMBLET
NRCS Deputy Chief of Programs

Jimmy Bramblet serves as the Deputy Chief for Programs (conservation planning and program delivery) with the Natural Resources Conservation Service (NRCS). In this position, he is responsible for developing policies and procedures to invest the Agency's 4-plus billion dollars of technical and financial resources in a customer service oriented and scientifically defensible manner. Prior to his current position, Jimmy served as the Deputy Chief for Science and Technology (S&T) with NRCS where he was responsible for developing, establishing and promulgating policies, guidelines and standards for NRCS technical activities. Jimmy also served as the Wisconsin State Conservationist for four years prior to his time as the Deputy Chief for S&T. He also served as the Chief of Staff for Regional Conservationists at National Headquarters in Washington, D.C., and as Acting Mississippi River Basin Coordinator at National Headquarters.



RONALD HARRIS
NRCS Director of Outreach and Partnerships Division

Ron Harris has worked for the USDA NRCS for more than 30 years — helping farmers and ranchers to produce crops and livestock in an environmentally sustainable manner. Harris' work in natural resource conservation has spanned across all levels of the agency and locations, including Kansas, Ohio, Missouri, and Maryland, plus the National Headquarters Office in Washington, DC. He currently serves as the Director of Outreach and Advocacy where he directs and coordinates national NRCS outreach initiatives to promote practical, and economically feasible conservation activities to meet the needs of limited resource, socially disadvantaged, minority communities, and Tribal Governments. Harris graduated from the University of Arkansas at Pine Bluff with a B. S. in Agronomy and a minor in Chemistry. He is also a 2005 graduate of USDA's Senior Executive Service Candidate Development Program.



CARLOS SUAREZ **STATE CONSERVATIONIST NRCS CALIFORNIA**

Suarez, a native of Puerto Rico, has first-hand knowledge of California's vast natural resources and resource challenges having served as Deputy State Conservationist for California from 2005-2008. Since leaving California, Suarez has been serving as the NRCS State Conservationist of Florida. Earlier career positions included diverse roles in both domestic and international locations including Indiana, Nebraska, Pennsylvania, West Virginia, Wisconsin, as well as Mexico and Nicaragua. Suarez also oversees the significant conservation funding administered by the Agency through the Farm Bill conservation programs. Under the (recently extended) 2008 Farm Bill, these resources increased significantly and in 2012 they totaled approximately \$154.2 million in cost share, stewardship, and easement payments in California. In recent years the top investments have been made to help California's farmers and ranchers enhance the following: air quality; irrigation efficiency; ground and surface water quality on dairies; rangeland health through fencing and brush management; fish and wildlife habitat; and forest health and fire resilience.



LUIS CRUZ-ARROYO **STATE CONSERVATIONIST NRCS PUERTO RICO**

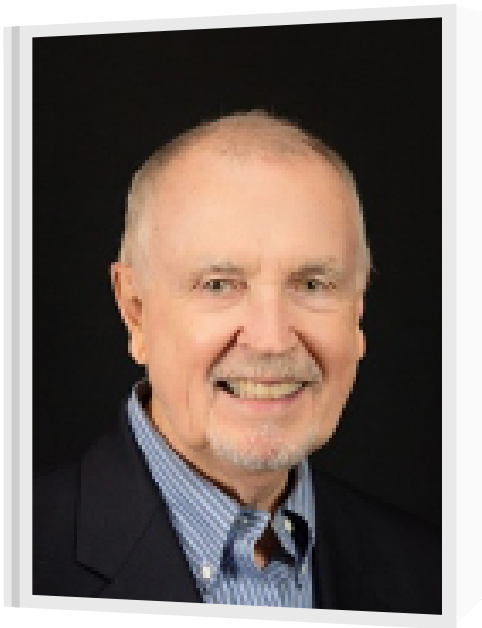
He is from Mayagüez, Puerto Rico and has graduated from the University of Puerto Rico with a bachelor's degree in animal science. Cruz-Arroyo began his professional career at Pioneer Seedlings, and he provided consultation services for an environmental firm on by-product management for agricultural uses. In 2010, he began his career with USDA-NRCS as a soil conservationist in Baldwin County, Ala., and he continued his career as a district conservationist in several counties in Alabama. In 2013, he assumed the Area Resource Conservationist position in the West Area of Alabama; the chair of the Civil Rights Advisory Committee; Alabama's Hispanic Special Emphasis program manager; and the Southeastern Region representative for the National Organization of Professional Hispanic NRCS Employees. He was appointed as Alabama's StrikeForce Coordinator in 2016 as a collateral duty, where he worked with other USDA agencies to coordinate outreach efforts to target and improve program participation in counties with persistent poverty.



RAFAEL VEGA

STATE RESOURCES CONSERVATIONIST NRCS NC

Rafael Vega was born and raised on the island of Puerto Rico. He graduated from the Interamerican University (UPR) with a master's degree in Environmental Sciences. His thesis project consisted in utilizing the Normalized Vegetation Index (NDVI) to measure the health of a subtropical mangrove forest in the island. During his career with the NRCS, he's held multiple positions at the field and area levels, before becoming the State Resource Conservationist for North Carolina in 2016. During his 15-year career he has completed multiple official assignments such as assisting in the development of the NRCS National Organic Farming Handbook and acting as the State Conservationist for Florida. In addition to his technical and administrative assignments, Rafael had been involved in multiple efforts to support Farm Bill participation and development of leadership in agriculture for minority groups across the nation. Rafael has served as Indiana's Hispanic Emphasis Program Manager (HEPM), National Organization of Hispanic NRCS Employees (NOPHNRCSE) Midwest Representative, NOPHNRCSE Council Member, NOPHNRCSE Scholarship Endowment Committee Chairman and President of the Soil and Water Conservation Society (SWCS). On 2019, Mr. Vega was integral to the coordination and delivery of the 1st Hispanic Farmers and Agricultural Professionals Symposium, in Raleigh, NC. This event impacted the SE region of the United States. Thanks to his efforts, Rafael was the recipient of the 2018 NOPHNRCSE Leadership National Award and the 2009 Excellence in Hispanic Outreach Award. Recently, Mr. Vega was selected as the national Hispanic male representative to the National NRCS Civil Rights Committee.



DR. RICHARD T. LILES
PROFESSOR, EMERITUS
NORTH CAROLINA STATE UNIVERSITY

Dr. Richard T. Liles is Director Emeritus of Personal and Organization Development for Cooperative Extension and Associate Professor Emeritus at North Carolina State University. He is President and Senior Consultant for Liles and Associates, Inc., a consulting company that specializes in organization development, leadership development, strategic planning, conflict resolution and executive coaching. Dr. Liles recently served as Adjunct Professor and Executive Coach at Alcorn State University in Mississippi where he taught graduate courses in leadership development, conflict resolution and planned change. He holds a Doctorate in Adult Education and a Bachelor of Science from North Carolina State University and a Master of Arts in Teaching Biological Sciences from the University of North Carolina in Chapel Hill.



HERIBERTO MARTÍNEZ-MÉNDEZ
FARMER / AGRONOMIST

Heriberto is a farmer and an agronomist with a bachelor degree in Horticulture, a Master Degree in Nematology and Crop Protection, and a Virtual Educator Certification from the University of Puerto Rico, Mayagüez Campus who is committed to the development of sustainable agriculture through research and education of local agriculture, public organizations and general public on the benefits of agroecological techniques for the conservation of natural resources and cultural practices, promoting a healthy environment for the exchange of ideas, experiences, and folk knowledge.



MIGUEL ROSARIO **FARMER / AGRONOMIST ENGINEER**

Ricura Caribeña of Puerto Rico is an agribusiness founded in 2018 by Lisette Torres and Miguel Rosario. The farm has 30 acres in the municipality of Mayagüez. The company was a finalist in a competition sponsored by the Guyacán Group in 2019. The Guyacán Group investments in the development and advancement of business that strengthen Puerto Rico's ecosystem. Miguel Rosario is an agronomist engineer. On the farm, they hope to produce bananas ecologically. For more information visit: <https://www.ricuracaribena.com/>.



MONICA MELANCON **FARMER / ENTREPRENEUR**

Monica Melancon is a farmer and entrepreneur located in Sunset, LA, in the heart of Cajun country. Her and her husband run T.Moise Farms, specializing in all natural production of Pasture Raised Berkshire Pork, Raw Honey, and soon; pasture raised Poultry and Eggs. Monica came to farming with a strong background in retail business administration and has used that skill set to build innovative products for local markets.

Champions in Conservation Learning Network (CCLN) Participants



ERIKA SOLER
Electrical Engineering



SYLVIA NORIEGA
Animal Science, Agricultural Sciences



LUIS PRATTS
Environment Agricultural Systems



MELANIE MARTÍNEZ
Animal Science with Pre-veterinary



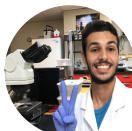
JOSÉ SEDA
Agricultural Extension



MARIEMINES ORTIZ
Agriculture Education (With a minor in
Natural Resource Conservation)



JAVIER MEDINA
Science, General Agriculture



DANIEL GÓNZALEZ
Agricultural Sciences,
Agro-environmental Sciences and
Crop Protection



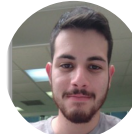
ALEJANDRA GÓNZALEZ
Agricultural Education



GABRIELA VELEZ
Agricultural Science, Agronomy



VERONICA FONTANALS
Science, concentration in Biology



JOSECARLO RIVERA
Agricultural Engineering, Agricultural &
Environmental Systems (SAGA)

Nolo Consulting, LLC Team



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MAYA MCELRATH
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PATRICIA MORALES
Program Manager



RENE RIVERA
Outreach Specialist



MOLLY HASS
Agricultural Development Specialist



PEDRO AYALA
Outreach Specialist



SARA ESPINOSA
Agricultural and Life Sciences Associate



RICARDO LANZO
Outreach Specialist



Checklist for New Farmers

This brief summary is intended to acquaint you with some of the common first considerations. You should research your local, State, and Federal requirements fully and make the best decisions for your farm or ranch business in accordance with your priorities.

Planning

- Secure farm business location(s) (purchase, rent, or lease).
- Complete farm planning process (production, marketing, and financial plans).
- Select and develop farm products and/or services.

Advice

- Review your farm business plans with an advisor.
- Research what resources might be available to support your business and vision.

Education

- Attend field days, workshops, courses, or formal education programs to build necessary skills to ensure you can successfully produce your selected farm products and/or services.

Funding

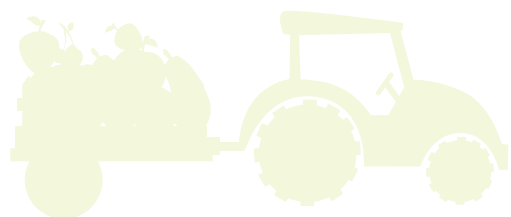
- Secure necessary financing (farm capitalization and operating); establish credit with key suppliers.

Set Up Your Business

- Establish farm legal structure (e.g., sole proprietorship, partnership, corporation, cooperative).
- Register your farm business and get a farm number; obtain business certificate.
- Obtain tax identification numbers for the farm business:
 - Sales Tax
 - Employer's Tax
- Acquire necessary permits, licenses, and certifications; prepare to comply with all relevant regulations:
 - Local
 - State
 - Federal
- Purchase necessary insurance (e.g., liability, health, life, crop, property, workers' compensation).
- Establish farm work plan; hire and schedule farm labor.

Other Key Considerations

- Establish farm management team and job descriptions (e.g., family members and partners, employees, lawyer, accountant, other consultant services).
- Open farm business bank account(s).
- Set up farm business office; obtain necessary supplies and equipment.
- Set up farm bookkeeping and recordkeeping systems.
- Establish farm policies (personnel, safety, visitor).
- Establish distribution channels/markets for farm products.
- Produce promotional and advertising material.



Lista para nuevos agricultores

Este breve resumen tiene la intención de familiarizarlo con algunas de las primeras consideraciones básicas. Debe investigar los requisitos locales, estatales y federales a cuidadosamente y tomar las mejores decisiones para su negocio de finca o rancho, de acuerdo con sus prioridades.

Planificación

- Asegure la localización(es) y dirección(es) de los negocios agrícolas (compra, alquiler o arrendamiento).
- Complete el plan y el proceso de su negocio agrícola (producción, comercialización y planes financieros).
- Seleccione y desarrolle productos y / o servicios agrícolas.

Consejo

- Revise sus planes de negocios agrícolas con un asesor.
- Investigue qué recursos podrían estar disponibles para ayudar su negocio y visión.

Educación

- Asista a los días de campo, talleres, cursos o programas de educación formal para desarrollar las habilidades necesarias para garantizar que pueda producir con éxito los productos y / o servicios agrícolas seleccionados.

Fondos

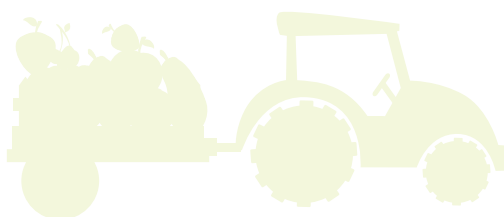
- Asegure el financiamiento necesario (capitalización y operación de la granja); establecer crédito con proveedores o suplidores que sean claves a su empresa agrícola.

Configure/constituya su negocio

- Establecer la estructura legal de la granja o finca (por ejemplo, propiedad única, sociedad, corporación, cooperativa).
- Registre su negocio agrícola y obtenga un número de granja o finca; obtener certificado comercial
- Obtenga números de identificación fiscal para el negocio agrícola:
 - Impuesto de venta
 - Impuesto del empleador
- Adquirir los permisos, licencias y certificaciones necesarios; Prepárese para cumplir con todas las regulaciones relevantes:
 - Local
 - Estado
 - Federal
- Compre el seguro necesario (por ejemplo, responsabilidad civil, salud, vida, cultivo, propiedad, compensación de trabajadores).
- Establecer un plan de trabajo agrícola; contratar y programar mano de obra agrícola.

Otras consideraciones claves

- Establecer el equipo de administración de la granja y las descripciones de trabajo para cada uno (por ejemplo, miembros de la familia y socios, empleados, abogado, contador, otros servicios de consultoría).
- Abrir cuentas bancarias de negocios agrícolas.
- Establecer una oficina de negocios agrícolas; obtener los suministros y equipos necesarios.
- Establecer sistemas de contabilidad y mantenimiento de registros agrícolas.
- Establecer políticas agrícolas (personal, seguridad, visitante).
- Establecer canales de distribución / mercados para productos agrícolas.
- Producir material promocional y publicitario.



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