

## [Developing Marketing Niches for Small Scale and Minority Producers](#)

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Small farm ownership declines and under representation of Hispanics farmers have been the basis for the University of California Cooperative Extension (UCCE) risk management educational program since 2000. Through funding of the Western Region Risk Management Educational program, the agricultural economics farm advisors in cooperation with commodity advisors conducted educational and research programs that reached over 500 clientele. These programs provided risk management tools including production and marketing diversification, venturing in new production and marketing, as well as labor and personnel management

In 2003, UCCE broadened its outreach program further and cooperated with California State University San Bernardino (CSUSB) for USDA funding which led to the formation of the Inland Empire Small Farm Initiative (IESFI). This program provided the medium for networking with local and community agencies and further funding towards the development of new marketing channels and opportunities for farmers in the Inland Empire (counties of Riverside and San Bernardino).

This poster will discuss the cooperative efforts that have led to new funding for the development of new marketing ventures. It will also present the educational programs conducted that provided tools and skills for the feasibility and sustainability of farmers in southern California.