



# Latinos and Agriculture *A Changing Demographic*

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Penn State Extension  
*Presented at Latinx Strategic  
Planning Retreat, September, 2019*



Hispanic or Latina/o/x

# Which is it, Hispanic or Latino?

By **Cindy Y. Rodriguez, CNN**

🕒 Updated 3:35 PM ET, Sat May 3, 2014

*“ Words such as Hispanic or Latino are limiting. We come in all shapes, sizes, colors, and dialects. There’s no one word that fits all.”*

Lawrence Hernandez





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**57.5 MILLION**

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**37.8 MILLION AMERICAN-  
BORN      65.8%**

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**19.7 MILLION FOREIGN-  
BORN      34.2%**

# Hispanic Population Trends

## Hispanics in USA

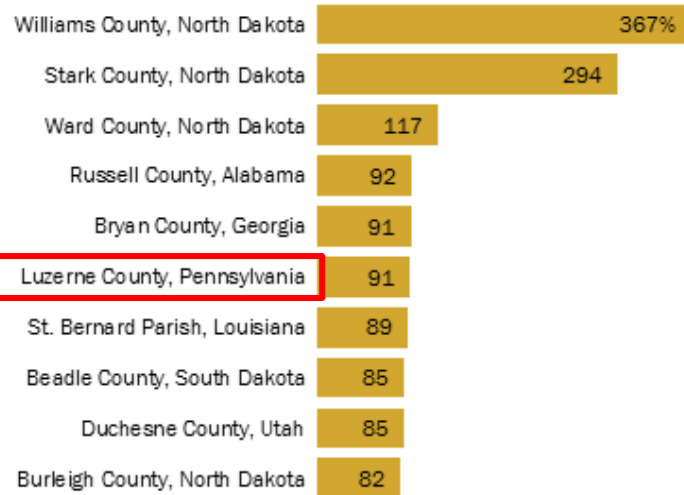
- 17.4% (2014)
- 28.6% (2016)

## Hispanics in PA

- 6.8 % population (719,660)

### Three fastest-growing counties by Latino population since 2007 are in North Dakota

*Latino population growth rate from 2007 to 2014*

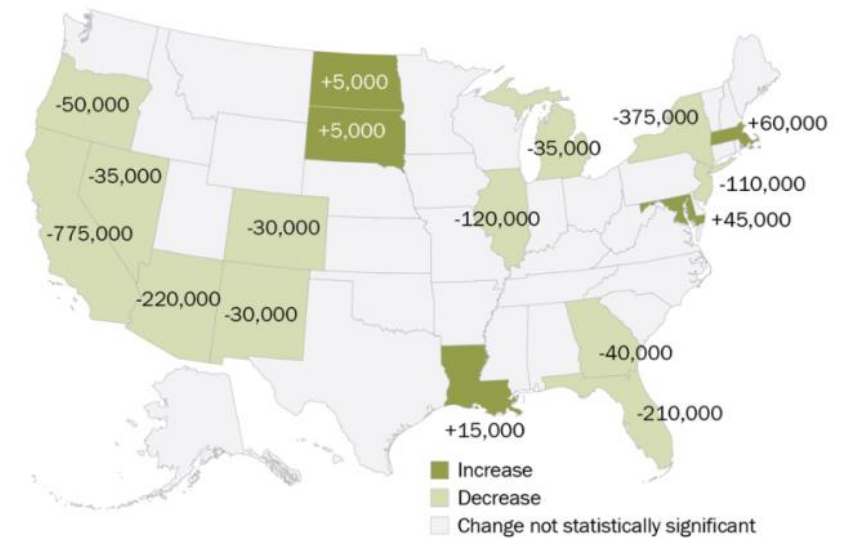


Note: Top 10 counties for Latino population growth are shown, among 1,579 counties with at least 1,000 Latinos in 2014.  
Source: Pew Research Center tabulations of the U.S. Census Bureau population estimates. "U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession"

PEW RESEARCH CENTER

### Unauthorized immigrant populations changed in 17 states over the past decade

*Statistically significant change, 2007 to 2017*



Note: All numbers are rounded. Significant changes based on 90% confidence interval.  
Source: Pew Research Center estimates based on augmented U.S. Census Bureau data.

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50,000 increase from 2009-2014  
<http://www.pewresearch.org/fact-tank/2017/04/27/5-facts-about-illegal-immigration-in-the-u-s/>

## English proficiency among Hispanics

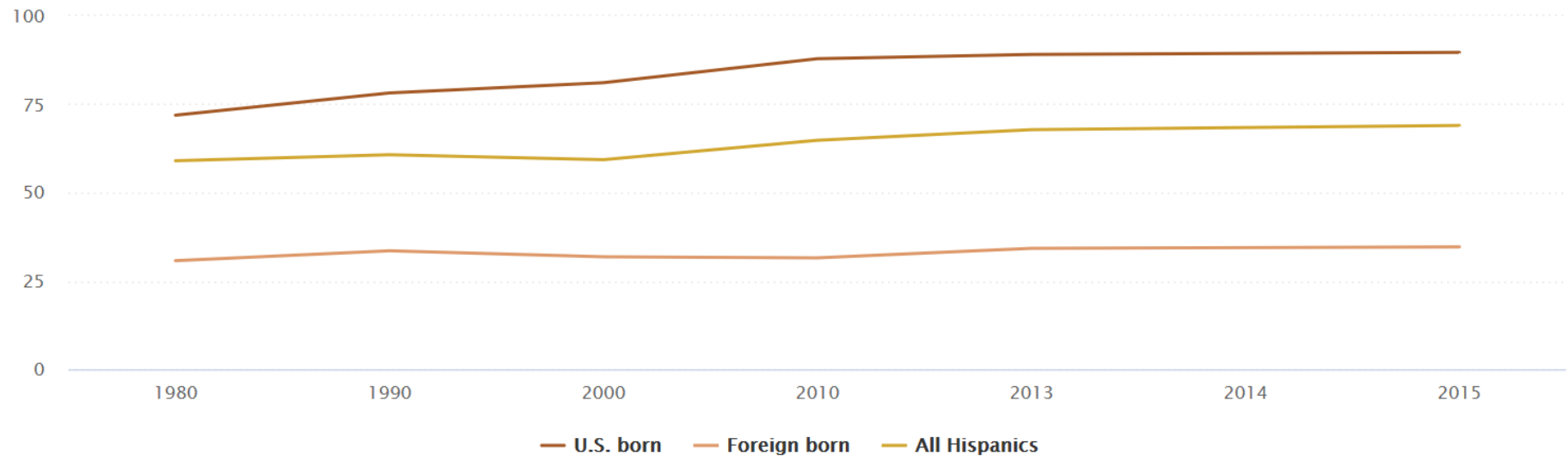
Chart

Data

Share

Embed

*% of Hispanics ages 5 and older who speak only English at home or who speak English at least "very well"*



Note: Respondents are asked if they speak a language besides English at home. If they answer yes, they are asked how well they speak English.

Source: Pew Research Center tabulations of 1980, 1990 and 2000 censuses (5% IPUMS) and 2010, 2013, 2014 and 2015 American Community Surveys (1% IPUMS).



Hands on activity during the Spanish Session at the Mid-Atlantic Fruit and Vegetable Convention



Visit to Virgilio Garcia's Farm



# Demographics of Horticulturists who attend Penn State Extension Bilingual Trainings

*From Needs Assessments Interviews:*

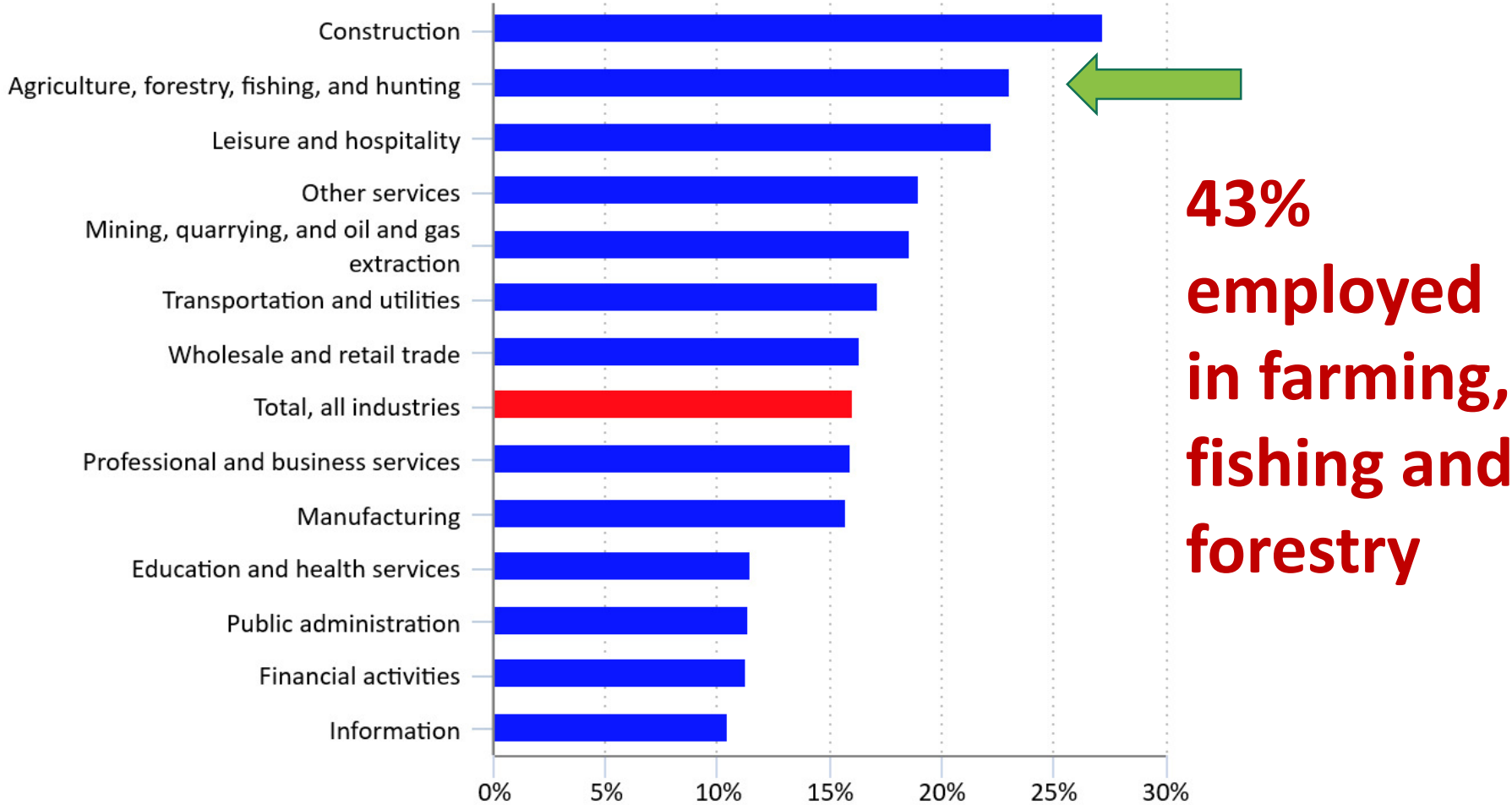
USDA-NIFA Beginning Farmer and USDA-PDA Specialty Crop Block Grants

- > 60% have family farms in their native countries
- < 3% are growing vegetables and fruit as part-time farmers
- > 65% aspire to be growers or specialized managers



# So...What is the percentage of Latinx individuals working in Agriculture?

Percentage of industry employment that is of Hispanic or Latino ethnicity, 2014 annual averages



US Bureau of Labor Statistics, 2014

# Farm Producers

*Revised census questions provide expanded demographic information*

ACH17-2/April 2019

The number of Latinx principal agricultural operators in the country now stands at 90,344, up from 67,000, the figure reported in the 2012 census.

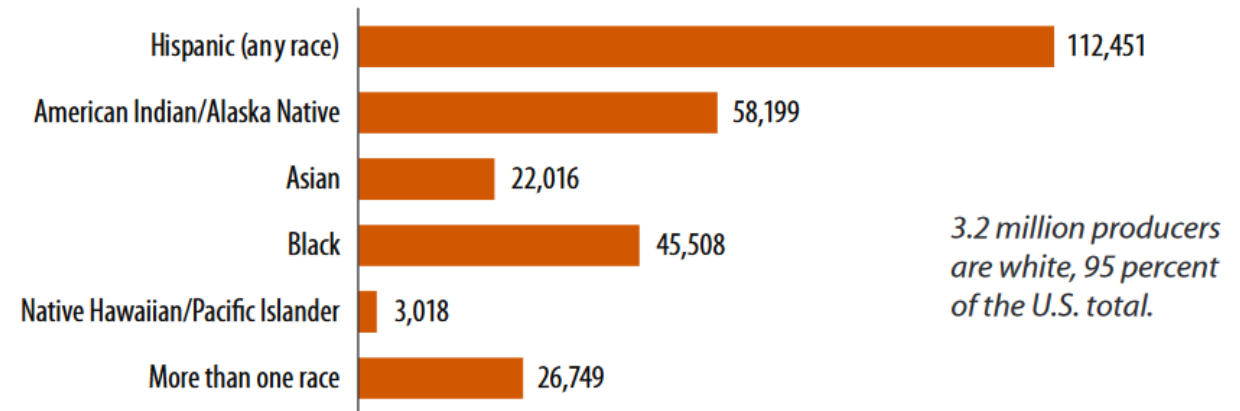


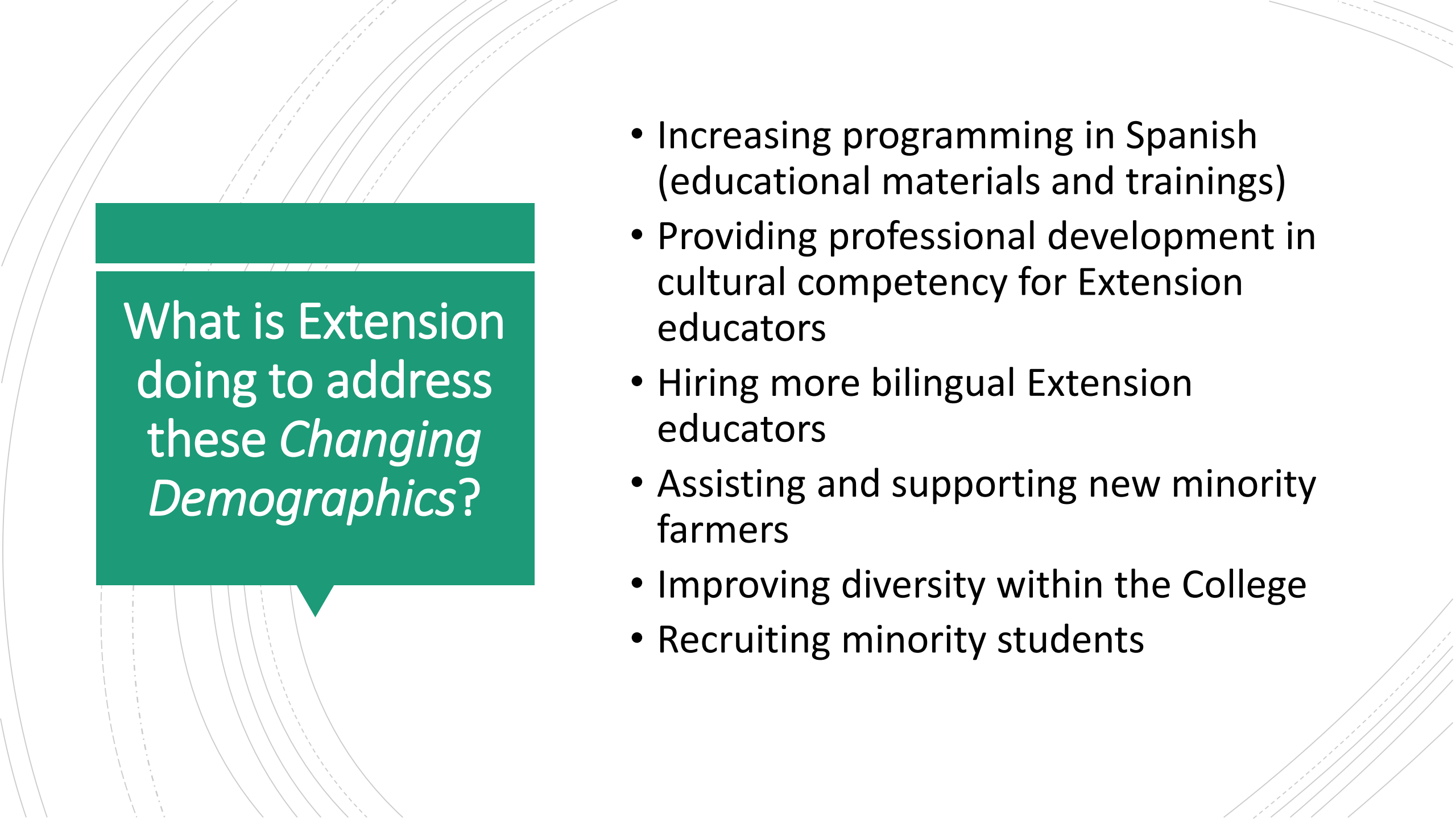
### Average Age Continues to Rise

The average age of all U.S. farm producers in 2017 was 57.5 years, up 1.2 years from 2012, continuing a long-term trend of aging in the U.S. producer population. Producers also tend to be experienced; they had been on their current farm an average of 21.3 years.

## Producers by Ethnicity and Race

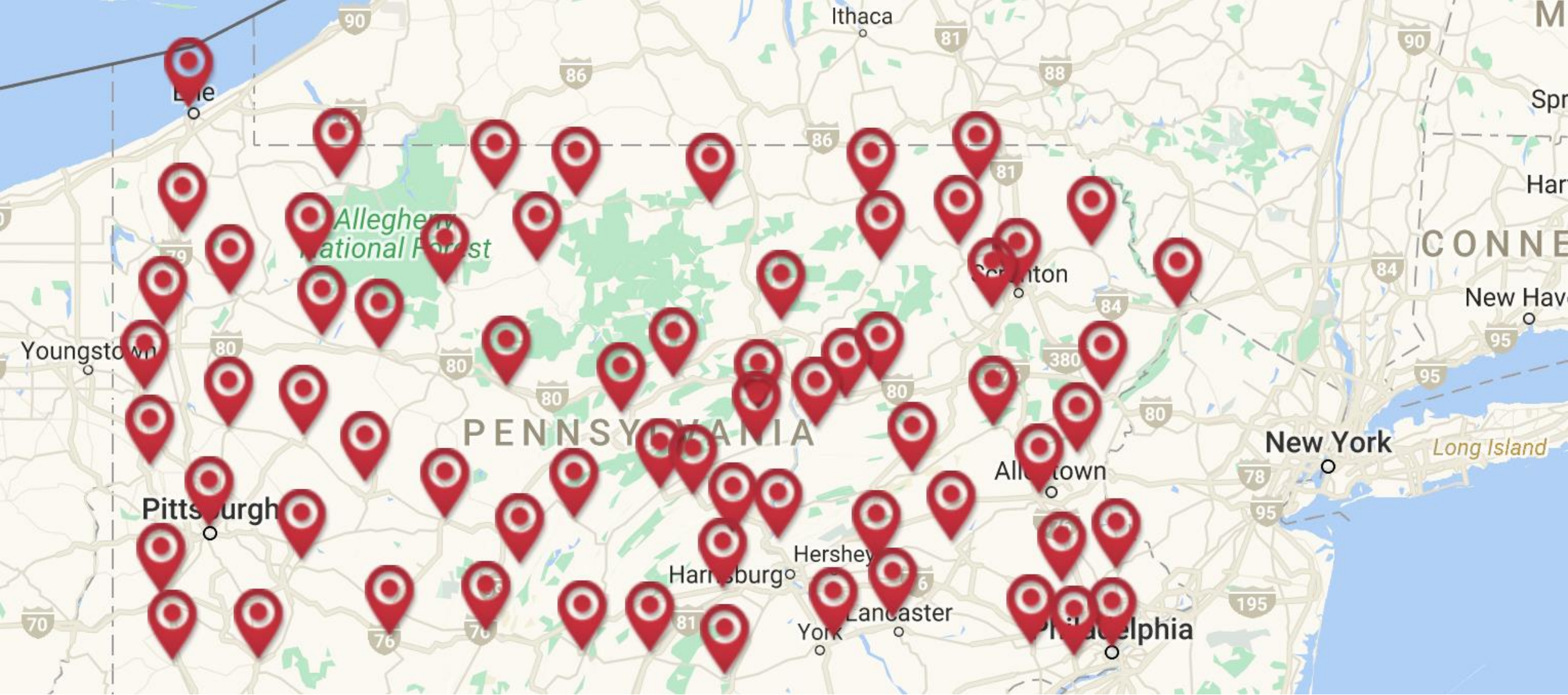
Consistent with Office of Management and Budget specifications for federal statistical agencies, the Census of Agriculture asked separate questions for ethnicity and race.





What is Extension  
doing to address  
these *Changing  
Demographics?*

- Increasing programming in Spanish (educational materials and trainings)
- Providing professional development in cultural competency for Extension educators
- Hiring more bilingual Extension educators
- Assisting and supporting new minority farmers
- Improving diversity within the College
- Recruiting minority students



# Penn State Extension Outreach Efforts

# Language is the first barrier.....

## National Ag Workers Survey results

1. Spanish was the main native language of farm workers at 81%.
2. 4% of foreign-born farm workers said they read and write English well. 57% said they don't speak English at all, while 68% said they do not read English.

**Table 3.1 English Speaking and Reading Ability, by Place of Birth and Ethnicity**

	U.S.-born		U.S.-born		Other Foreign-born		Other Foreign-born	
	non-Hispanic	Hispanic	non-Hispanic	Hispanic	Mexico-born	Hispanic	Mexico-born	Hispanic
	Speak	Read	Speak	Read	Speak	Read	Speak	Read
Not at all	0%	1%	2%	5%	57%	68%	54%	66%
A little	0%	1%	16%	15%	32%	24%	40%	26%
Some	1%	5%	16%	14%	6%	5%	4%	4%
Well	98%	93%	66%	66%	4%	3%	3%	3%

***Latin American immigrants need access to culturally appropriate educational materials and trainings in Spanish.***

# We believe all people should have access to science-based education.



## Nine Academic Departments:

- Agricultural and Biological Engineering
- Agricultural Economics, Sociology, and Education
- Animal Science
- Ecosystem Science and Management
- Entomology
- Food Science
- Plant Pathology and Environmental Microbiology
- Plant Science
- Veterinary and Biomedical Sciences





# We believe all people should have access to science-based education.



**PennState Extension**

# Penn State Research on Andragogy Principles and Best Extension Practices for Latinx Learners

Penn State Extension, 2017. Learning Preferences of Next Generation Hispanic/Latino Specialty Crop Growers. HortTechnology 27:263-268.

## Ratings of Methods of Learning Based on Experiences and Preferences

Survey participants (n=61) said they liked a variety of educational methods.

### Top Choices

- On-Farm Demonstrations
- Study Circle Networks
- Tours of Other Growers' Farms
- Self-Paced, Interactive On-Line Courses and Videos
- Interactive Workshops



# On-Farm Demonstrations

## Programa de Manejo para Trabajadores de Habla Hispana

La comunicación efectiva en español es clave para establecer relaciones que aumenten el rendimiento y la retención de los trabajadores.



Photo credit: Adrian Barragan

Alrededor del 50% del personal de granja que trabaja en las operaciones lecheras en los Estados Unidos son extranjeros, del cual, 81% tienen al español como idioma nativo. Esta gran población de trabajadores ha crecido, y seguirá creciendo en el futuro, lo que enfatiza la necesidad de educadores y encargados de lecherías que sean capaces de comunicarse de manera efectiva en español.

### On-Farm Spanish-Speaking Personnel Training

- 50 trainings in the past two years

# On-Farm Demonstrations

Penn State **Extension**

## FREE On Farm Trainings in Spanish For Mushroom Farm Workers

**P**enn State Extension and PA IPM will offer on farm trainings in Spanish for employees.

The following topics are available for presentation:

- Basics of IPM
- Exclusion Techniques
- Fly Life Cycles
- Personal Protective Equipment
- Szygites
- Fungal Disease Life Cycle
- Verticilium and Trichoderma



Each presentation will be limited to 35-45 minutes and will be offered through fall 2014. Two consecutive presentations can be made per visit.

To request a presentation please contact Maria Gorgo-Gourovitch at [mag38@psu.edu](mailto:mag38@psu.edu) to schedule a time.

Funding for trainings is provided by a grant from the Northeast IPM Center.

PENNSTATE



Cooperative Extension  
College of Agricultural Sciences

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[extension.psu.edu](http://extension.psu.edu)

## Bacterial Diseases Enfermedades Bacterianas

### Bacterial Blotch • Mancha Bacteriana



#### Symptoms • Síntomas

Superficial discoloration which leads to lower quality in the marketplace  
Descoloración en la superficie que conduce a una menor calidad en el mercado

First pale yellow, then darkens to golden yellow to brown color  
Primero de color amarillo pálido, luego oscurece de color amarillo dorado a marrón.

Scientific name: *Pseudomonas tolaasii* • Nombre científico: *Pseudomonas tolaasii*

### Mummy • Momia



#### Symptoms • Síntomas

Stunt growth • Crecimiento interrumpido

Sometimes mushrooms develop curved stipe with translucent, longitudinal streaks on the side.  
Could be confused with watery stipe caused by stress.  
A veces los champiñones desarrollan un estipe curvado con rayas laterales translúcidas y longitudinales.  
Puede ser confundido con estipe acuoso causado por el estrés.

Tissue appearance: spongy, dry and leathery • Aspecto del tejido: esponjoso, seco y coriáceo

First break can be harvested; second break mushroom does not grow in the affected area  
El primer break puede ser cosechado; en el segundo no crece en el área afectada

Scientific name: *Pseudomonas species* • Nombre científico: *Especies de Pseudomonas*

This poster was produced by the Pennsylvania Integrated Pest Management Program with funds provided by the Northeastern IPM Center.

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 Penn State Extension

# Study Circle Networks

## Interview Responses

Study circles are an opportunity to

- *Share experiences*
- *Compare field results*
- *Generate new ideas*



# Farm Tours

## En el Camino: Agricultura Urbana en Philadelphia

Ayer viajamos a Philadelphia para visitar fincas urbanas.

[+ Save For Later](#) [Print](#) [Available in English](#)

 ARTICLES | UPDATED: JULY 31, 2018



En tres lugares, nos reunimos con las agricultoras y sus socios de la comunidad para ver cómo la agricultura se utiliza para construir una comunidad, como espacios educativos y para producir alimentos en zonas urbanas.

Henry Got Crops (Henry Tiene Cultivos) en  
Curt Witt School Community Garden

## Razones para Lavar los Productos Frescos

By **Luke LaBorde, Ph.D., Lee Stivers** Length **14:49**

Las consideraciones de seguridad alimentaria son de importancia crítica durante e inmediatamente después de lavar las frutas y hortalizas frescas.



# Self-Paced, Interactive On-Line Courses and Videos

## Explorando e Identificando Enfermedades en Tomates

By **Marley E Skinner, Montserrat Fonseca Estrada, Tian...** Length **8:37**

Este video revisa los fundamentos de la exploración adecuada y la identificación de enfermedades comunes y sus síntomas.





## Buenas Prácticas de Ordeño

Sections **8** Length **6 hours**

**\$99.00**

Este curso en línea enseña a productores de ganado lechero y a sus trabajadores sobre las mejores prácticas de manejo y ordeño para prevenir la mastitis y maximizar la producción.

# Self-Paced, Interactive On-Line Courses and Videos



## Cuestiones Reglamentarias: HazCom 2012 Capacitación para la Industria de la seta

Length **21:29**

El contenido de este vídeo cumple con los requisitos de capacitación b los lineamientos del Comunicado de Riesgos 2012 de OSHA.





# Interactive Workshops

# Like a Mix of Educational Formats

*During on-farm presentations you are able to ask; in the fact sheets and production guides there are things a speaker doesn't have time to address; and during in-depth workshops there's lots more information.*



## Desarrollando un Plan de Negocio

By Lynn Kime

## Ag Alternatives Series

- 21 bulletins in Spanish

Como la frase indica, un plan de negocios es una "hoja de ruta" para guiar el futuro del negocio o proyecto.



# Creating a Sense of Belonging for Hispanic Farmers in Extension Programming

NE SARE ENE15-139



Dr. Jonathan Cook

**The Science of Inclusion**

In what ways might farmers' concerns about inclusion or psychological safety prevent them from participating in extension programming?

**“Why don’t they come?”  
Challenges and strategies  
to increase Latinos in  
programs and services**

**José García-Pabón, Ph.D.**  
Associate Professor,  
Latino Community Studies  
Garc58@live.com



# Insights for Success

Learn from people who successfully engage with Latinx communities

Engage Latinx agriculturists in providing suggestions for creating a welcoming environment at educational events

# Building Trusting Relationships

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## Build personal relationships

- Build personal relationships to improve comfort level of Hispanic/Latino farmers/farmworkers

## Contact community groups

- Contact community groups, participate with NRCS, and others to help identify and work with farmers/farmworkers

## Build community partnerships

- Get involved in the community

## Don't just share

- Don't just share information

## Listen

- Listen, encourage sharing



# Building Trusting Relationships

- Come early, stay late
- Value what everybody brings and their time
- Use translators
- Provide childcare or an activity for kids attending events with caregivers
- Learn Spanish, even if it is broken Spanish

<https://news.psu.edu/story/572970/2019/05/06/impact/penn-state-extension-marks-milestone-outreach-spanish-speaking>



***Penn State Extension marks milestone in outreach to Spanish-speaking growers***

Building trusting relationships takes a long-term commitment!

**“How does it make you feel to have Extension events developed especially for you?”**

**It makes me feel good that [organizers] care about including the Hispanic community.**

**It is something that makes me feel good, especially that [organizers] care about Latinos.**

**Special, I am proud of organizers for making a big effort to provide us help and knowledge about different agricultural activities.**