



Latino Agricultural Entrepreneurship Strategies, Networks of Support, and Sustainable Rural Development: Michigan

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Data

- 70 survey respondents
- Focus Groups (4)
 - 2 with Producers / 2 with Service Providers (5-8 persons per group)
- 10 Individual producer interviews

Major Reasons for Farming by Two Categories of Latino Farmers

- ▶ A. Farming for Family and Friends
 - Farming as a Tradition in my Family (49; 70%);
 - It is a way to earn money (45; 64.3%);
 - I want to own my own business (37; 52.9%).
- ▶ B. Commercially-Oriented Farmers
 - Increase revenue (61; 87.1%)
 - Generating income during retirement (44; 62.9%)
 - Purchase new equipment (28, 40%).

Least Selected Reasons for Farming by Two Categories of Latino Farmers

- ▶ A. Farming for Family and Friends
 - I want a rural lifestyle for my family (7, 10%)
 - To cut on household expenses (3, 4.3%)
 - An escape from my tedious job (2; 2.9%);
- ▶ B. Commercially-Oriented Farmers
 - Produce new products (6, 8.6%);
 - Purchase my own farm (6, 8.6%);
 - Invest in new/expanded facilities (5, 7.1%).

Table 1. Latino Farmer Characteristics by Farmer Status (Full-time and Part-time)

| Characteristic | Full-time Farmers | Part-time with > \$5k Sales | Part-time with < \$5k Sales | Missing | Total |
|----------------|-------------------|-----------------------------|-----------------------------|------------|------------|
| Distribution | 23 (32.9%) | 23 (32.9%) | 16 (22.9%) | 8 (11.4%) | 70 (100%) |
| Mean Age | 54.0 years | 50.6 years | 58.8 years | 57.6 years | 54.4 years |

and Part-time)

Table 2. Education level by Farmer Status (Full-time and Part-time)

| Education Level | Full-time Farmers | Part-time with > \$5k Sales | Part-time with < \$5k Sales |
|---|-------------------|-----------------------------|-----------------------------|
| Less than 9 th Grade | 11 (47.8%) | 8 (34.8%) | 8 (50.0%) |
| 9 th - 12 th Grade No Diploma | 7 (30.4%) | 9 (39.1%) | 4 (25.0%) |
| High School Graduate Equivalent or Higher | 5 (21.7%) | 6 (26.1%) | 4 (25.0%) |
| Total (62) | 23 (37.1%) | 23 (37.1%) | 16 (25.8%) |
| Missing (8; 11.4%) | | | |

Table 3. Latino Farmers Motivations and Goals by Farmer Status (Full-time and Part-time)

| Motivations | Full-time Farmers | Part-time with > \$5k Sales | Part-time with < \$5k Sales | Total (70) |
|------------------------------------|-------------------|-----------------------------|-----------------------------|------------|
| Farming is a Traditional in Family | 18 (42.8%) | 16 (38.1%) | 8 (19.0%) | 42 (60.0%) |
| It's a way to earn money | 14 (37.8%) | 13 (35.1%) | 10 (27.0%) | 37 (52.9%) |
| Goals | | | | |
| Increase revenue | 19 (35.8) | 20 (37.7%) | 14 (26.4%) | 53 (75.7%) |
| Generate income during retirement | 12 (31.6%) | 16 (42.1%) | 10 (26.3%) | 38 (54.3%) |

Table 4. Investments and Value of Products by Latino Farmer Status (Full-time and

| Investments | Full-time Farmers (n) | Part-time with > \$5k Sales (n) | Part-time with < \$5k Sales (n) | Total (70) |
|--------------------------------------|-----------------------|---------------------------------|---------------------------------|------------|
| Average Amounts | \$65,494 (17) | \$13,220 (20) | \$19,788 (9) | 46 (65.7%) |
| Ag Products | | | | |
| Sales Value of Crops | \$53,118 (17) | \$12,757 (22) | \$2,522 (9) | 48 (68.6%) |
| Sales Value of Meat/Dairy Production | \$2,035 (4) | \$4,567 (3) | \$733 (3) | 10 (14.3%) |

Table 5. Share of Income from Source by Latino Farmer Status (Full-time and Part-time)

| Income Source | Full-time Farmers Average % (n) | Part-time with > \$5k Sales Average % (n) | Part-time with < \$5k Sales Average % (n) | Total (70) |
|--------------------------|------------------------------------|---|---|------------|
| Average from Farming | 82.2% (17) | 26.6% (22) | 2.7% (10) | 49 (70.0%) |
| Average from Non-Farming | 28.4% (4) | 75.3% (15) | 80.3% (11) | 30 (42.9%) |

Table 6. Acculturation Levels by Latino Farmer Status (Full-time and Part-time)*

| Acculturation Level | Full-time Farmers Average (n) | Part-time with > \$5k Sales Average (n) | Part-time with < \$5k Sales Average (n) | Total (70) |
|---------------------|-------------------------------|---|---|------------|
| Mean (\bar{x}) | 2.75 (23) | 2.59 (23) | 2.6 (16) | 62 (88.6%) |

* Four-point Scale: 1-Almost Never; 2-Sometimes; 3-Often; 4-Almost Always

Summary

- Mix of family tradition, increasing revenues and business ownership are main reasons for farming;
- Many want to supplement retirement income;
- PT farmers with > \$5K farming income are youngest, followed by Full-time farmers and those earning <\$5k farm income;
- Most have less than a HS education with diploma;
- Most have made substantial investments in accordance with their status (full-time; part-time); with PT with < \$5K farm income making more than PT with > \$5K farm income
- Most are in crop production, with few in meat and dairy production
- Share of income from farming is related to Farmer Status (full-time and part-time)
- Acculturation levels are similar across status groups, with all averaging between Sometimes using English to Often doing so.