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# The Latino Agriculture Entrepreneurship Project:

## Descriptive Findings for Missouri, Michigan and Iowa

- 
- **How are Hispanic farmers integrating into Midwestern agriculture?**
  - **How are they distinguishing themselves?**
    - **How are communities welcoming them, and adapting?**

# Latino Agriculture Entrepreneurship Project

Missouri

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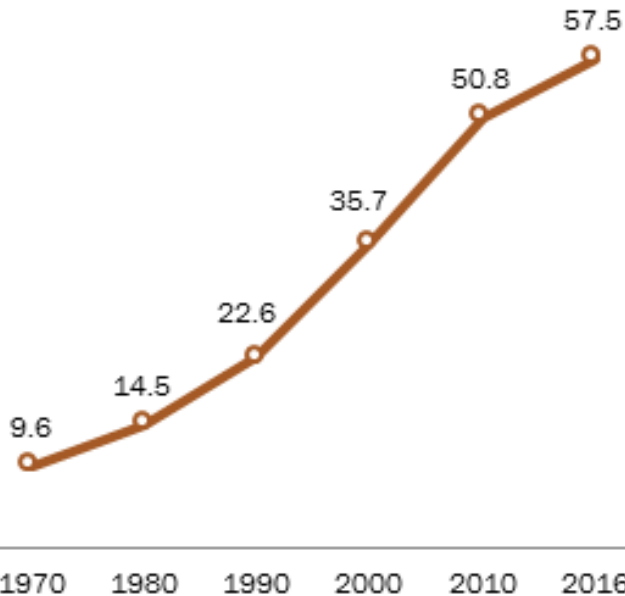




# US Hispanic Population Trends

## U.S. Hispanic population hits new high

In millions



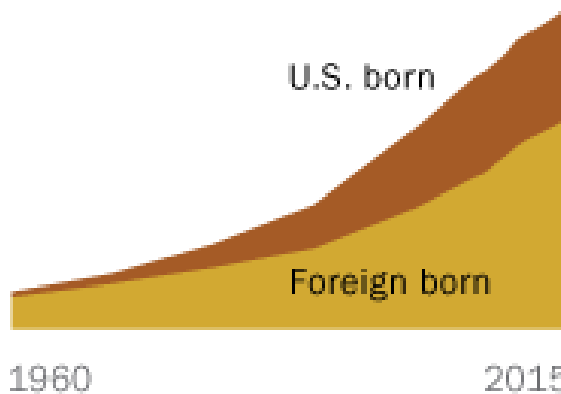
Note: 1990-2016 estimates are for July 1.  
 Source: 1970-1980 estimates based on decennial censuses (see Passel & Cohn 2008). 1990-2016 estimates based on intercensal population estimates and Vintage 2014.

PEW RESEARCH CENTER

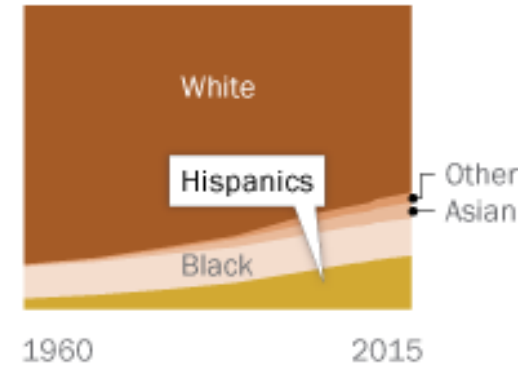
Source: Pew Research Center

## Hispanic Population

In millions, by nativity

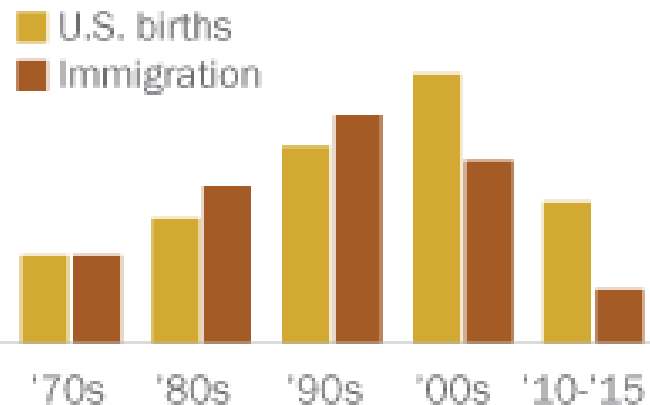


## Share of U.S. Population



## Hispanic Population Growth

In millions, by sources and decade





# Latino Businesses Trends & Motivations

- In 2014 Hispanics were 17% of the U.S. population (Census Bureau, 2015).
- In 2015, over 4 million Hispanics owned business; growth fueled by small business owners (U.S. Hispanic Chamber of Commerce, 2015).
- 30% growth of business owners in the Midwest (Forbes, 2016).
- Latino entrepreneurs: diverse acculturation strategies, 60% are bilingual (U.S. Hispanic Chamber of Commerce, 2015).

- ***Entrepreneurship also used to overcome workplace discrimination*** (Raijman & Tienda, 2000).
- ***Means for empowerment, economic independence, self-sufficiency, inclusion, and integration to American society*** (Verdaguer, 2009).



# Who are Latino Farmers?

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- Latino farmers become farm owners because it is something they want to do.
  - Latinos seek to grow and develop their assets and create wealth for future generations.
- Latino farmers are part of a farmland transition, entering agriculture at a time when few new people are.
- Latino farms are family run operations.
  - Small farmers, averaging between 20 and 45 acres
- There are cultural differences between mainstream farming populations and Latino farmers:
  - They rarely borrow money.
  - They do not typically pursue or seek access to (government) support for their operational and production risks.
- There are few agriculture enterprises like cooperatives, etc.



# There is a Declining Number of Farms and Farmland (2012 to 2017)

|                      | TOTAL Farms and Farmlands |                |            |                    |                    |            |
|----------------------|---------------------------|----------------|------------|--------------------|--------------------|------------|
|                      | Number of Farms           |                |            | Farmland in Acres  |                    |            |
|                      | 2012                      | 2017           | Change     | 2012               | 2017               | Change     |
| US                   | 2,109,303                 | 2,042,220      | -3%        | 914,527,657        | 900,217,576        | -2%        |
| Illinois             | 75,087                    | 72,651         | -3%        | 26,937,721         | 27,006,288         | 0.3%       |
| Indiana              | 58,695                    | 56,649         | -3%        | 14,720,396         | 14,969,996         | 2%         |
| Iowa                 | 88,637                    | 86,104         | -3%        | 30,622,731         | 30,563,878         | -0.2%      |
| Kansas               | 61,773                    | 58,569         | -5%        | 46,137,295         | 45,759,319         | -1%        |
| Michigan             | 52,194                    | 47,641         | -9%        | 9,948,564          | 9,764,090          | -2%        |
| Minnesota            | 74,542                    | 68,822         | -8%        | 26,035,838         | 25,516,982         | -2%        |
| Missouri             | 99,171                    | 95,320         | -4%        | 28,266,137         | 27,781,883         | -2%        |
| Nebraska             | 49,969                    | 46,332         | -7%        | 45,331,783         | 44,986,821         | -1%        |
| North Dakota         | 30,961                    | 26,364         | -15%       | 39,262,613         | 39,341,591         | 0%         |
| Ohio                 | 75,462                    | 77,805         | 3%         | 13,960,604         | 13,965,295         | 0%         |
| South Dakota         | 31,989                    | 29,968         | -6%        | 43,257,079         | 43,243,742         | 0%         |
| Wisconsin            | 69,754                    | 64,793         | -7%        | 14,568,926         | 14,318,630         | -2%        |
| <b>TOTAL Midwest</b> | <b>768,234</b>            | <b>731,018</b> | <b>-5%</b> | <b>339,049,687</b> | <b>337,218,515</b> | <b>-1%</b> |

SOURCE: USDA Census of Agriculture

Elaborated by Maria Rodriguez-Alcala, University of Missouri Extension

# Between 2012 and 2017 the Number of Hispanic Producers increased

|                      | HISPANIC: ALL OPERATORS |              |            |                   |                  |            |                 |              |            |
|----------------------|-------------------------|--------------|------------|-------------------|------------------|------------|-----------------|--------------|------------|
|                      | Number of Producers     |              |            | Farmland in Acres |                  |            | Number of Farms |              |            |
|                      | 2012                    | 2017         | Change     | 2012              | 2017             | Change     | 2012            | 2017         | Change     |
| US                   | 99,734                  | 112,451      | 13%        | 29,872,152        | 32,079,910       | 7%         | 79,807          | 86,278       | 8%         |
| Illinois             | 777                     | 934          | 20%        | 158,754           | 254,505          | 60%        | 659             | 821          | 25%        |
| Indiana              | 450                     | 753          | 67%        | 90,577            | 150,237          | 66%        | 389             | 627          | 61%        |
| Iowa                 | 584                     | 737          | 26%        | 137,468           | 244,591          | 78%        | 499             | 640          | 28%        |
| Kansas               | 990                     | 1,253        | 27%        | 459,086           | 632,583          | 38%        | 862             | 1,079        | 25%        |
| Michigan             | 989                     | 1,024        | 4%         | 115,087           | 102,710          | -11%       | 855             | 848          | -1%        |
| Minnesota            | 562                     | 651          | 16%        | 183,818           | 268,129          | 46%        | 506             | 583          | 15%        |
| Missouri             | 883                     | 1,407        | 59%        | 206,873           | 253,034          | 22%        | 793             | 1,231        | 55%        |
| Nebraska             | 494                     | 540          | 9%         | 277,315           | 514,239          | 85%        | 414             | 482          | 16%        |
| North Dakota         | 184                     | 225          | 22%        | 254,401           | 236,174          | -7%        | 183             | 201          | 10%        |
| Ohio                 | 661                     | 954          | 44%        | 71,454            | 107,107          | 50%        | 595             | 790          | 33%        |
| South Dakota         | 309                     | 289          | -6%        | 525,818           | 591,469          | 12%        | 263             | 259          | -2%        |
| Wisconsin            | 503                     | 649          | 29%        | 88,222            | 128,549          | 46%        | 460             | 591          | 28%        |
| <b>TOTAL Midwest</b> | <b>7,386</b>            | <b>9,416</b> | <b>27%</b> | <b>2,568,873</b>  | <b>3,483,327</b> | <b>36%</b> | <b>6,478</b>    | <b>8,152</b> | <b>26%</b> |

Note: An *operator* could be an owner, hired manager, cash tenant, share tenant, and/or partner. If land is rented or worked on shares, the tenant or renter is the operator. Information is collected for up to 3 operators per farm. In case of multiple operators, the respondent is asked who the principal operator is during the data collection. A *farm* is defined as any place from which \$1,000 or more of agricultural products were produced and sold, or normally would have been sold, during the year

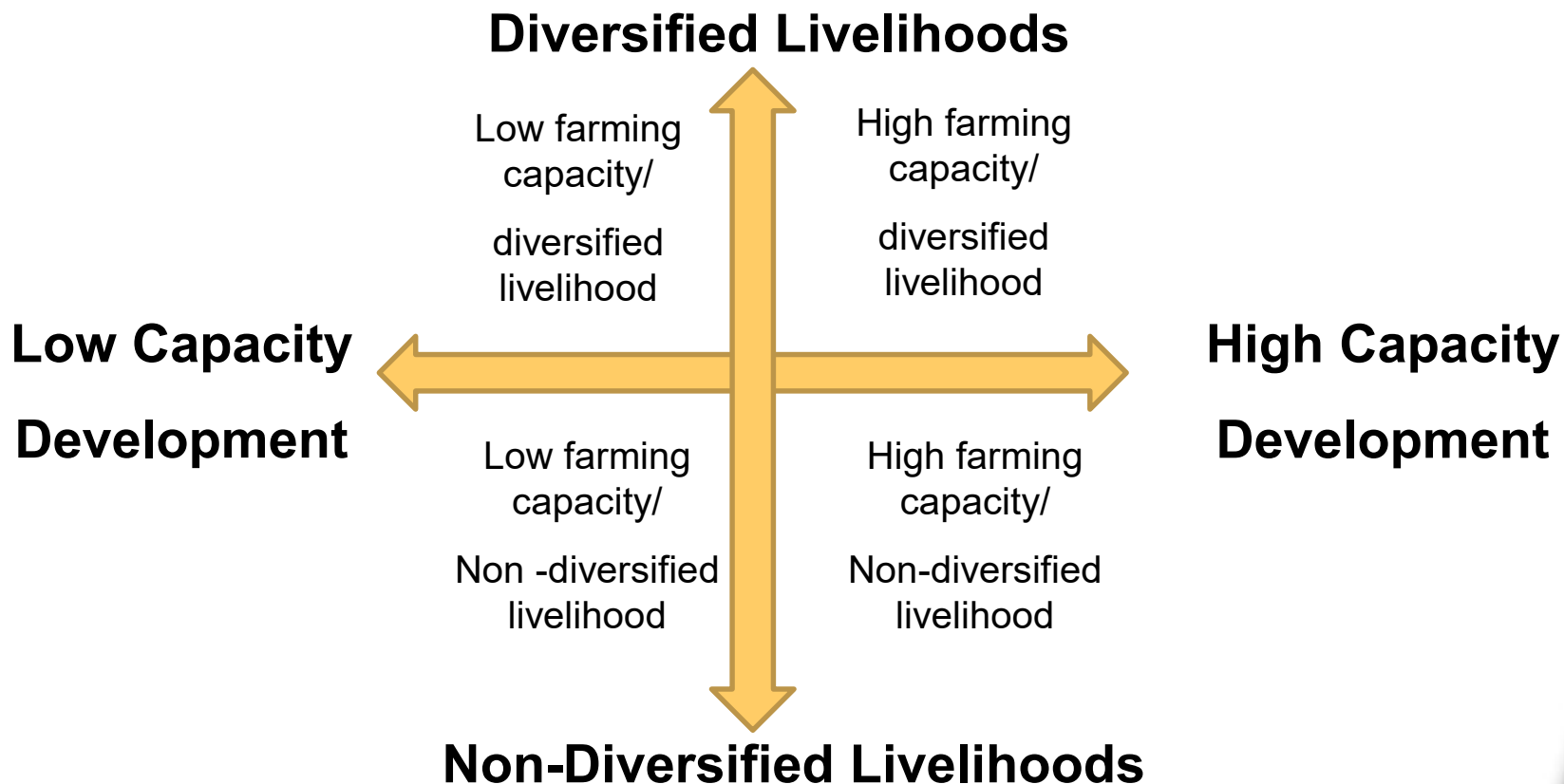
**SOURCE: USDA Census of Agriculture**

**Elaborated by Maria Rodriguez-Alcala, University of Missouri Extension**





# Model: Pathways of Agricultural Entrepreneurship



## Diversified Livelihood Matrix for Farmers

| Diversified Livelihood Matrix for Farmers         |   |   |  |
|---|---|---|--|
|   | Diversified Livelihood  |   |  |
| <b>Lower Capacity Development (Human Capital)</b> | Lifestyle farmer with other economic activities (ie, full-time, another business) | Part-time farmer with commercial-oriented operation (plans to become full-time farmer or farming is a significant component of income strategy) | <b>Higher Capacity Development (Human Capital)</b> |
|   | Retirement Lifestyle farmer   | Full-time commercial farmer   |  |
|   | <b>Non-Diversified Livelihoods</b>  |   |  |

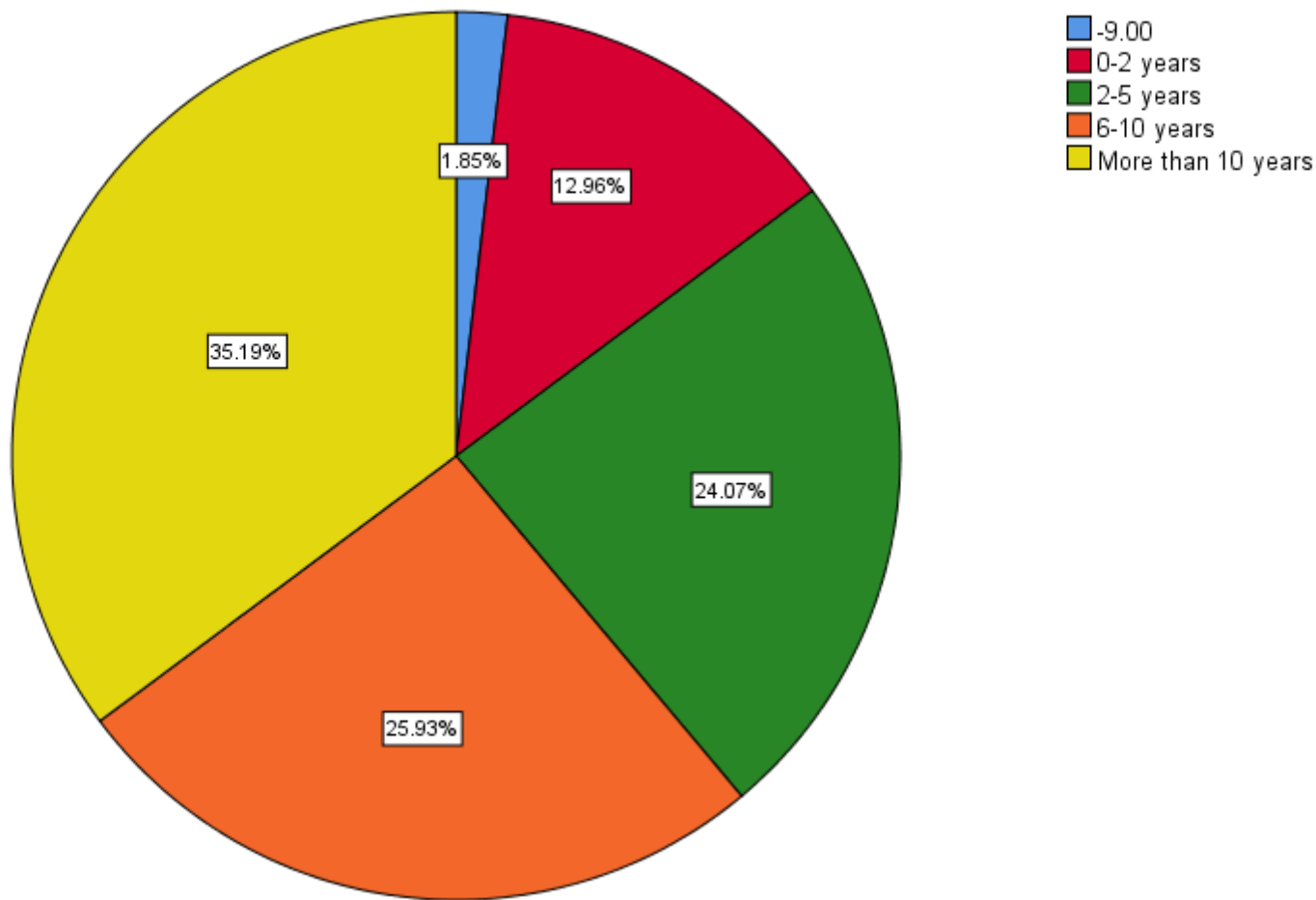
# Community Capitals

## Operationalizing the Model

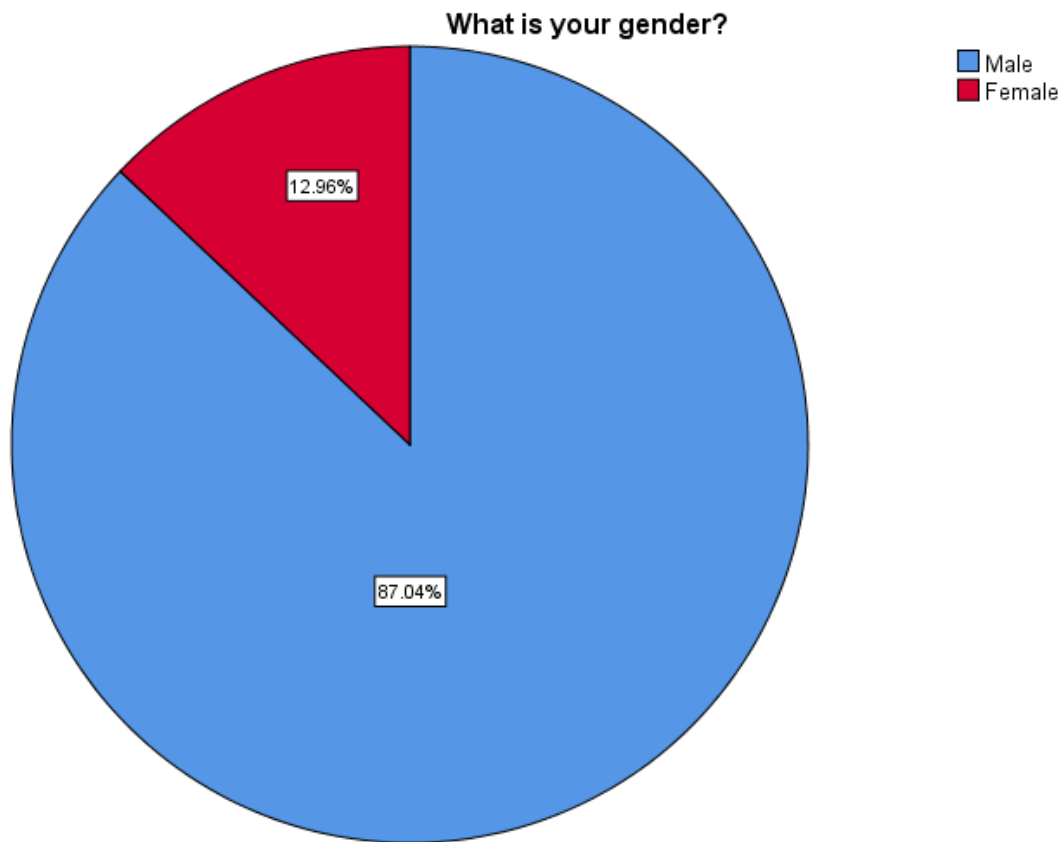
- ***Social Capital***—the existing networks of farmer-entrepreneurs farm workers and those they need to develop.
- ***Human Capital***—the ability of Latino farmers-entrepreneurs to capitalize on their previous experiences and educational capacity and access.
- ***Financial Capital***—the extent to which they can raise capital for investing in capacity.
- ***Natural Capital***—the extent to which farmers have access to land and natural resource management practices.
- ***Political Capital***—the degree to which Latino farmers and farmworkers have voice in the geographic communities of which they are part.
- ***Built Capital***—the value of the physical assets of the farming enterprise and access to technology.
- ***Cultural Capital***—the extent to which they are able to operate within the dominant culture. *Acculturation & Community climate* —this allows or stifles networks of support.



# Survey Findings: In Missouri 35% have been engaged in farming for more than 10 years

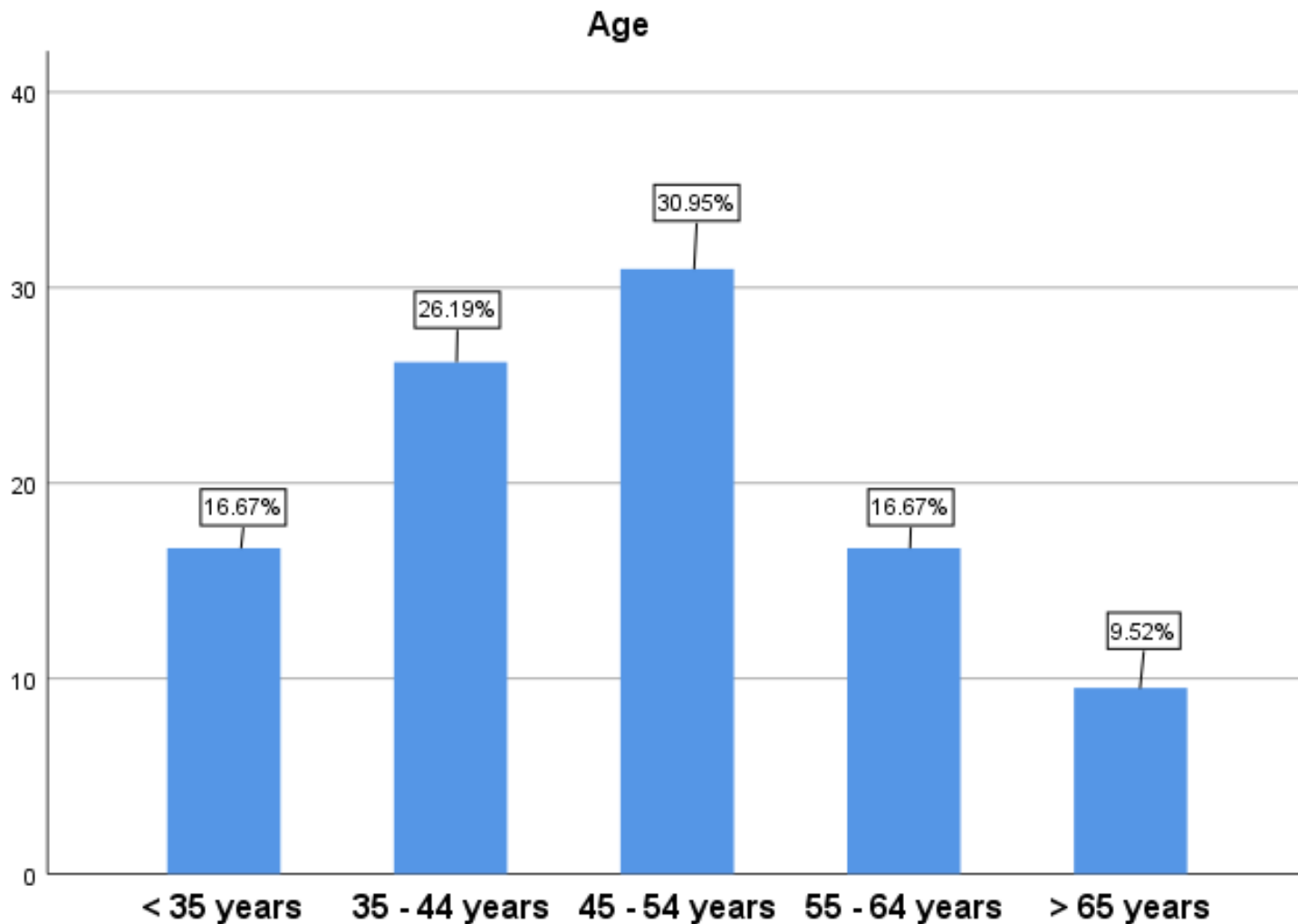


# Human Capital: the majority of those interviewed were male farmers





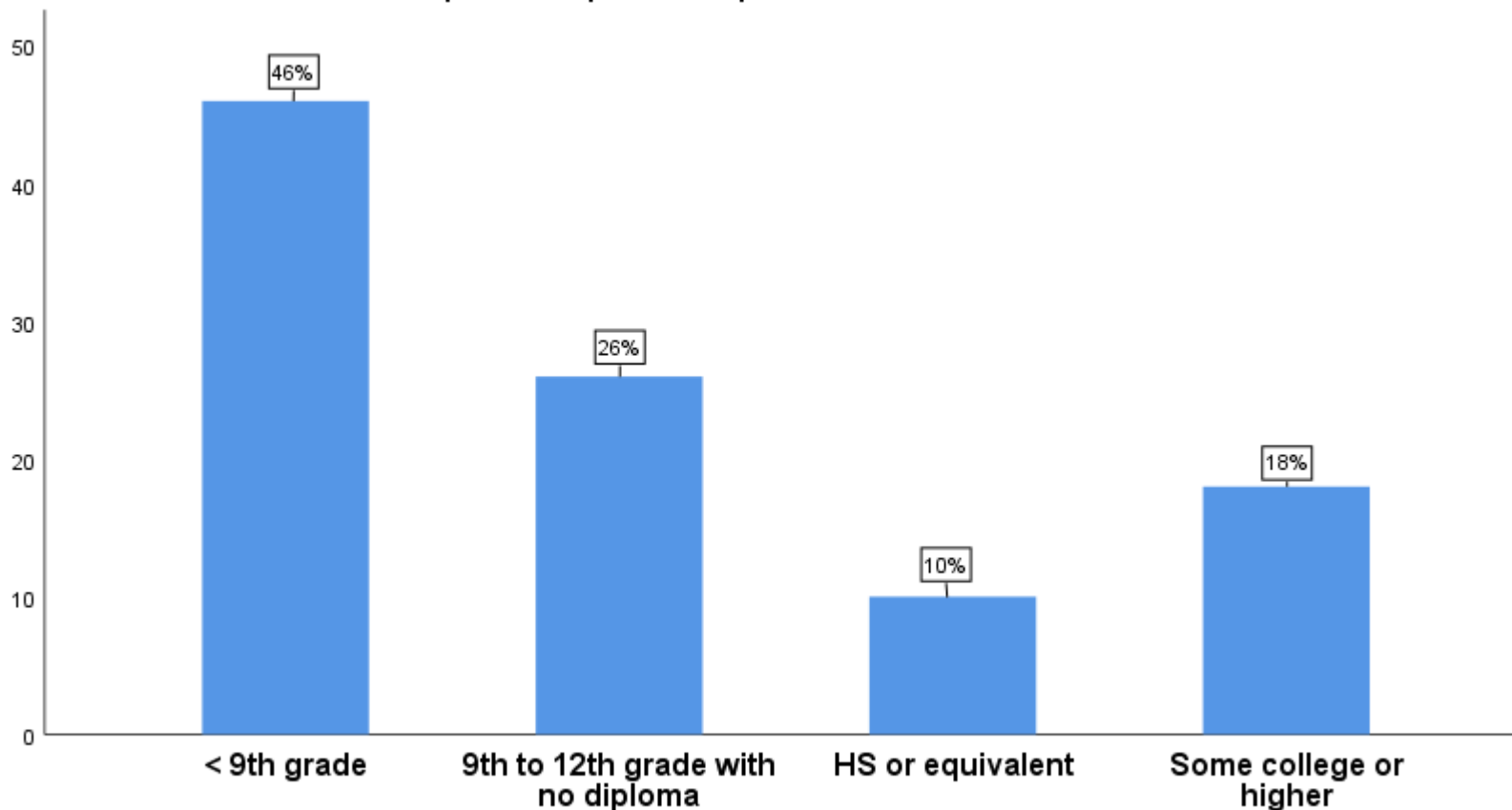
# Human Capital: 57% of farmers are between 35 and 54 years old





# Human Capital: 54% of farmers have a high school or more educational attainment

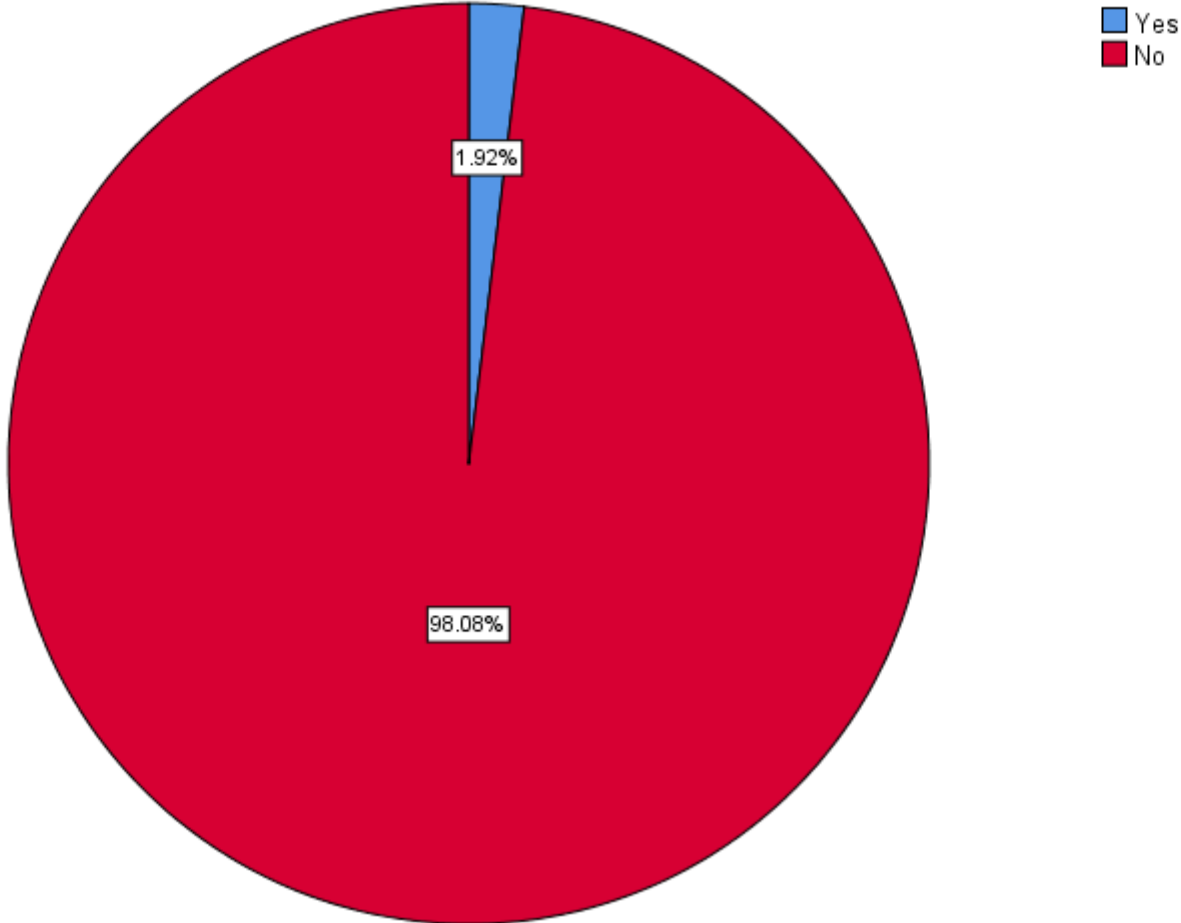
Human Capital - Respondent/Spouse Educational Attainment





# Social Capital: Only 2 % are members of a farmer cooperative; 7 % of a farming organization

Farm activities\_Membership in a Farmer cooperative?

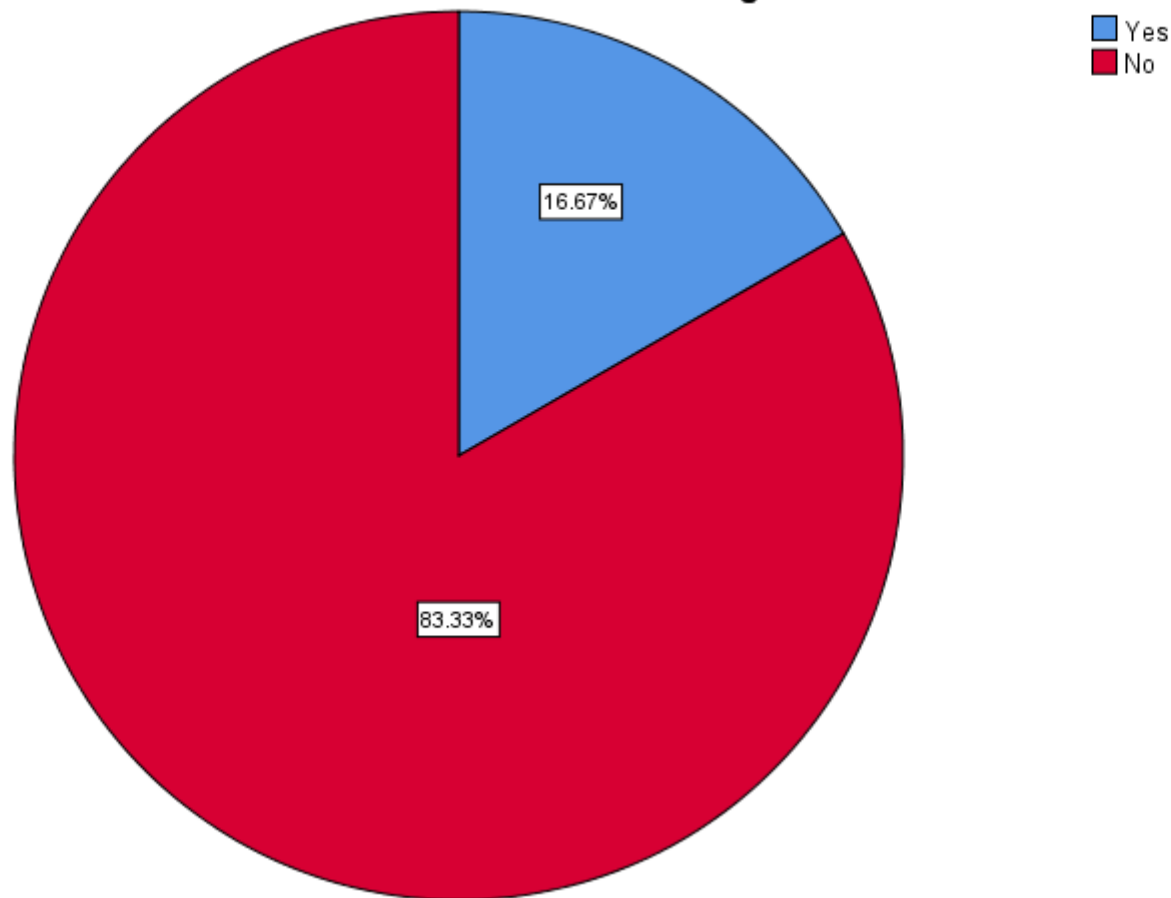






# Social Capital: 17 % are members of informal groups that meet to discuss farming

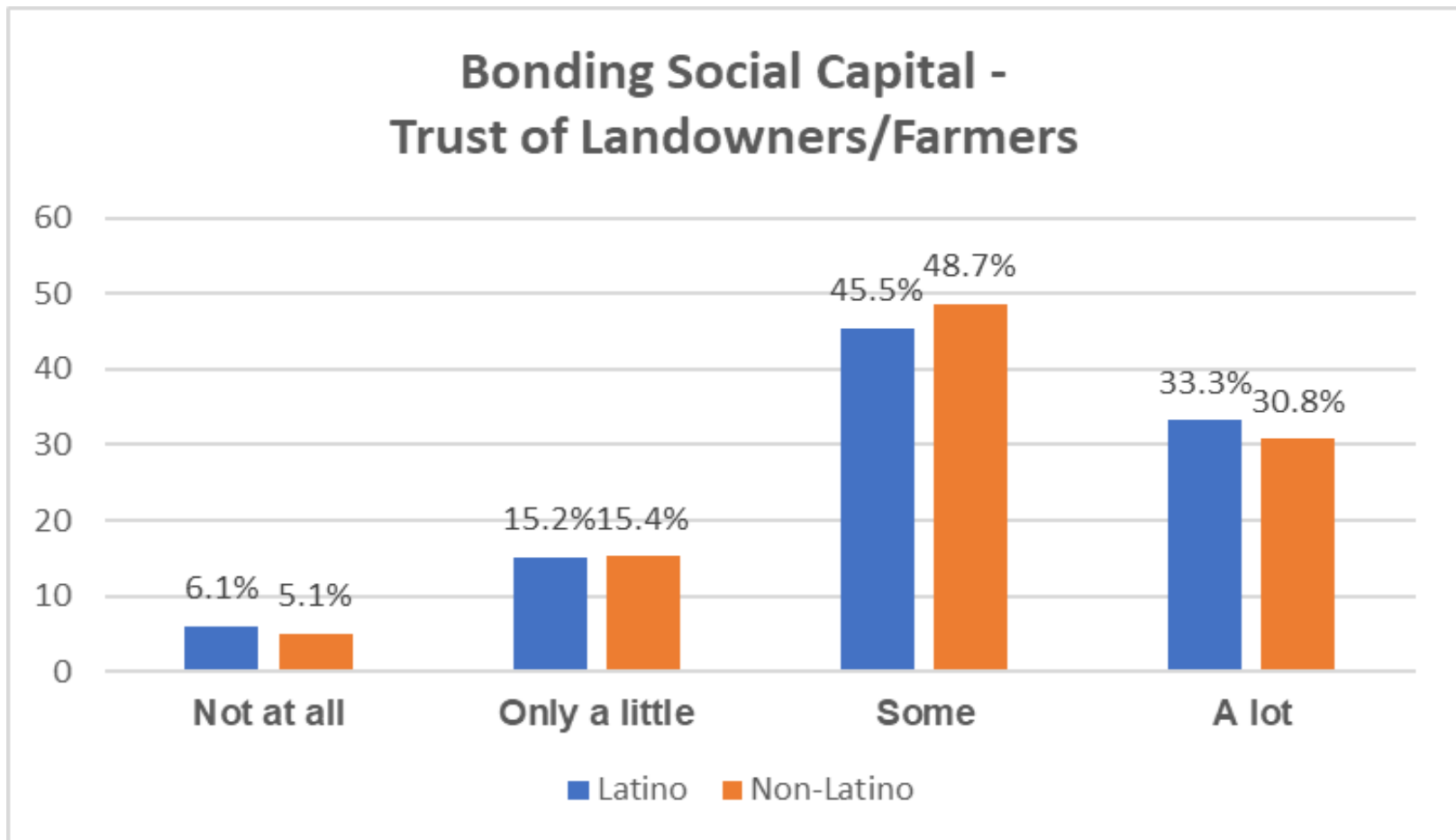
Are you or anyone in your household a member of any informal group of friends that meet occasionally to talk about farming?





# Social Capital: Trust of Latino & Non-Latino Farmers

Around 30% of farmers trust other Latino and non-Latino farmers a lot; and close to 50% trust them some

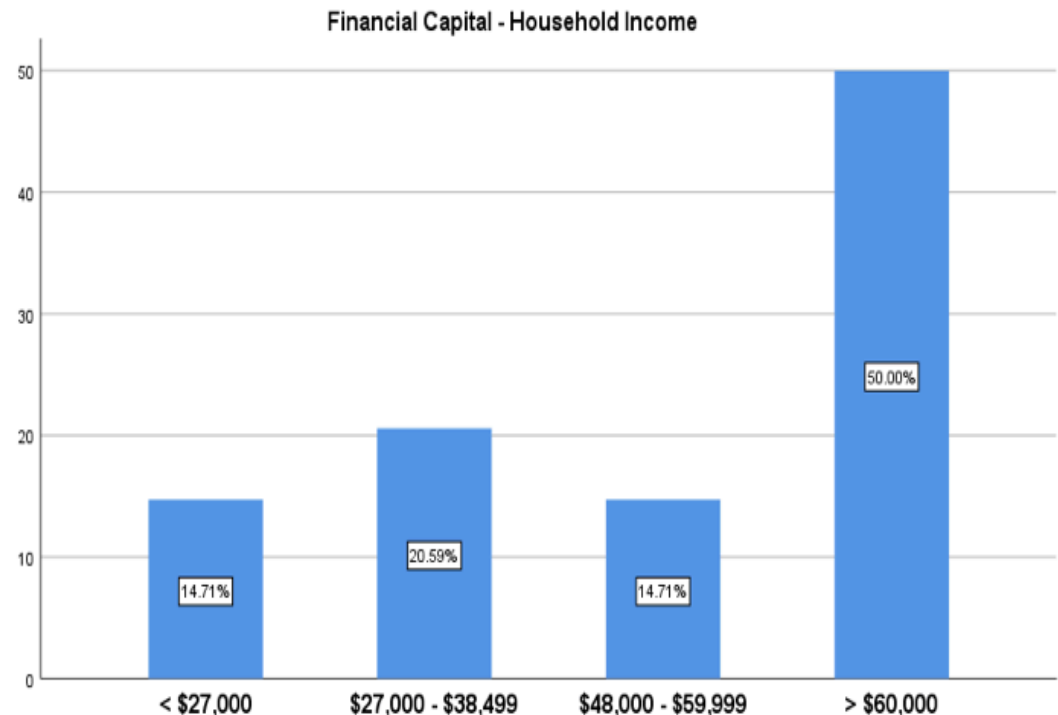




# Financial & Built Capital: Institutions Assets & Income Earnings

81% of respondent own a home  
89% own a computer and/or have access to the internet  
96% of respondents have either a savings or checking account

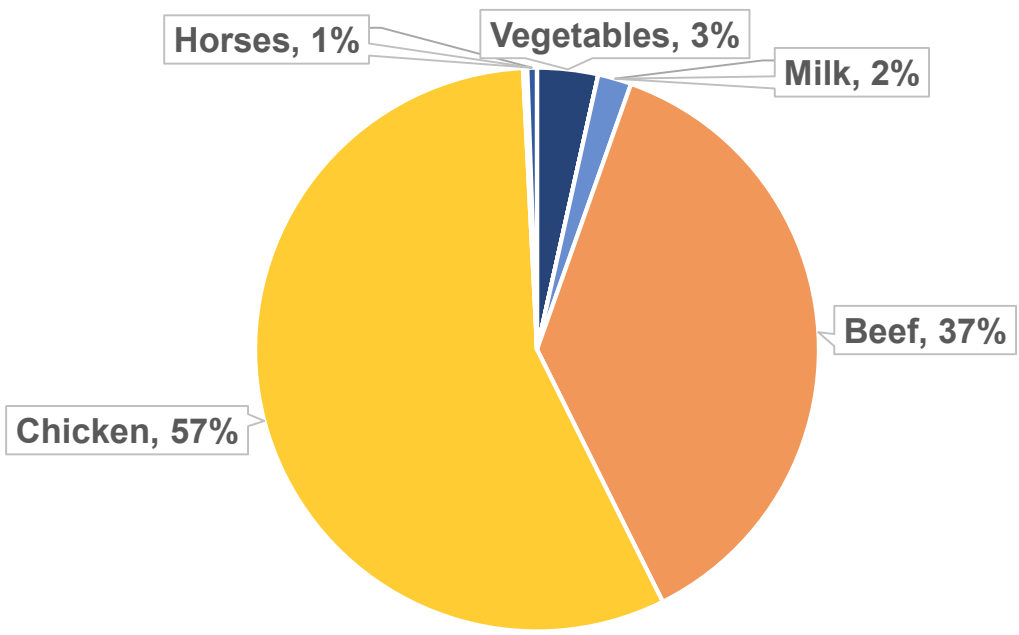
50% of respondents had  
household income greater than  
\$60,000





# A Diversity of Agricultural Products Sold; poultry & cow-calf operations dominate

Financial Capital - Sources of Ag. Sales in 2017

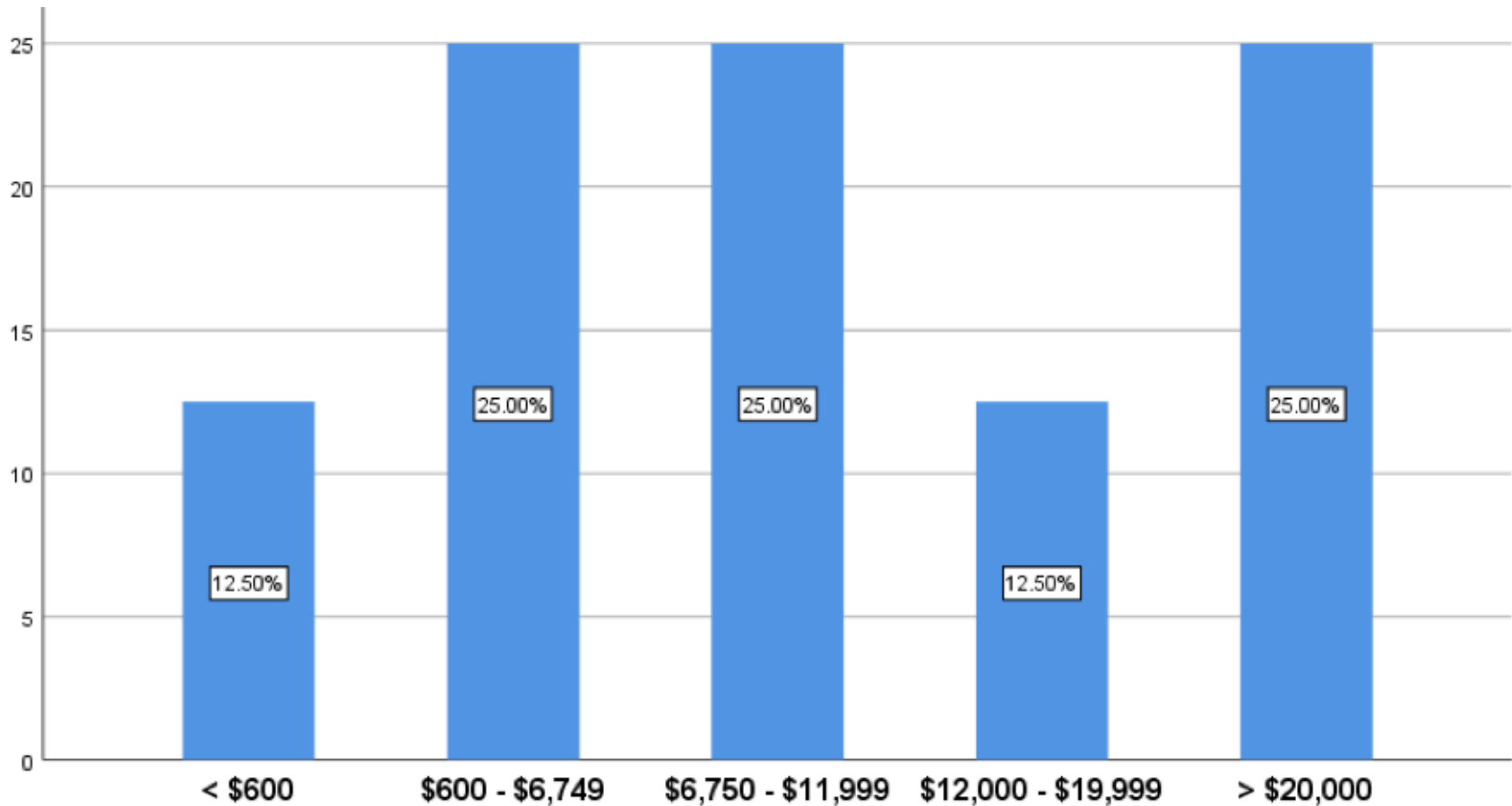


- Corn
- Milo/Sorghum
- Corn/Sorghum for Forage
- Soybeans
- Wheat
- Hay
- Vegetables
- Melons
- Oildseed and Grains
- Fruit trees
- Berries
- Other crop products
- Milk
- Beef
- Pigs
- Chicken
- Eggs



# Financial Capital: Earnings

25% of respondents earned more than \$22,000 in agricultural products sold in 2017

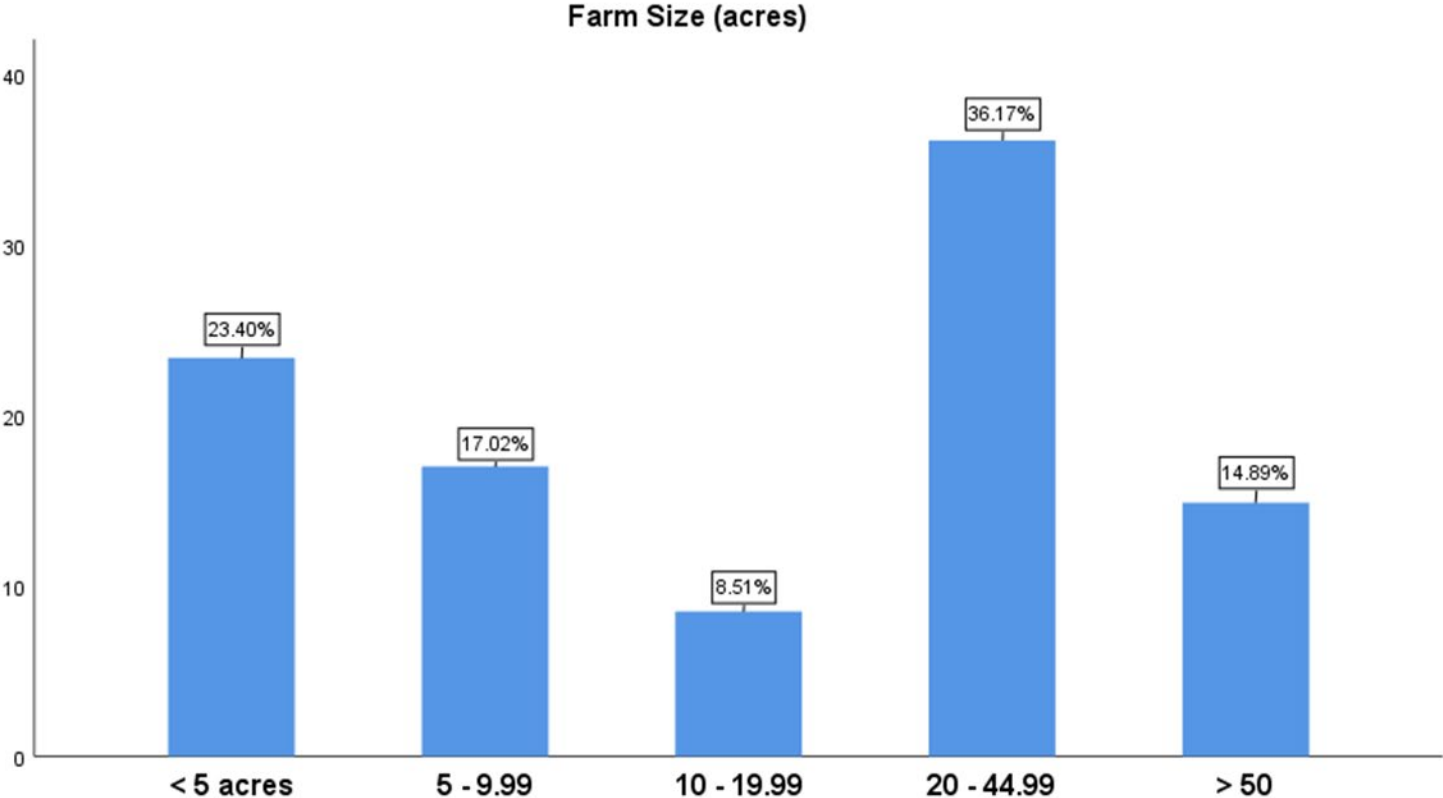




# Natural Capital

38% are likely or very likely to find land through family  
31% are likely or very likely to find land through friends

*Farm size is very diverse with most having between 20 and 45 acres*

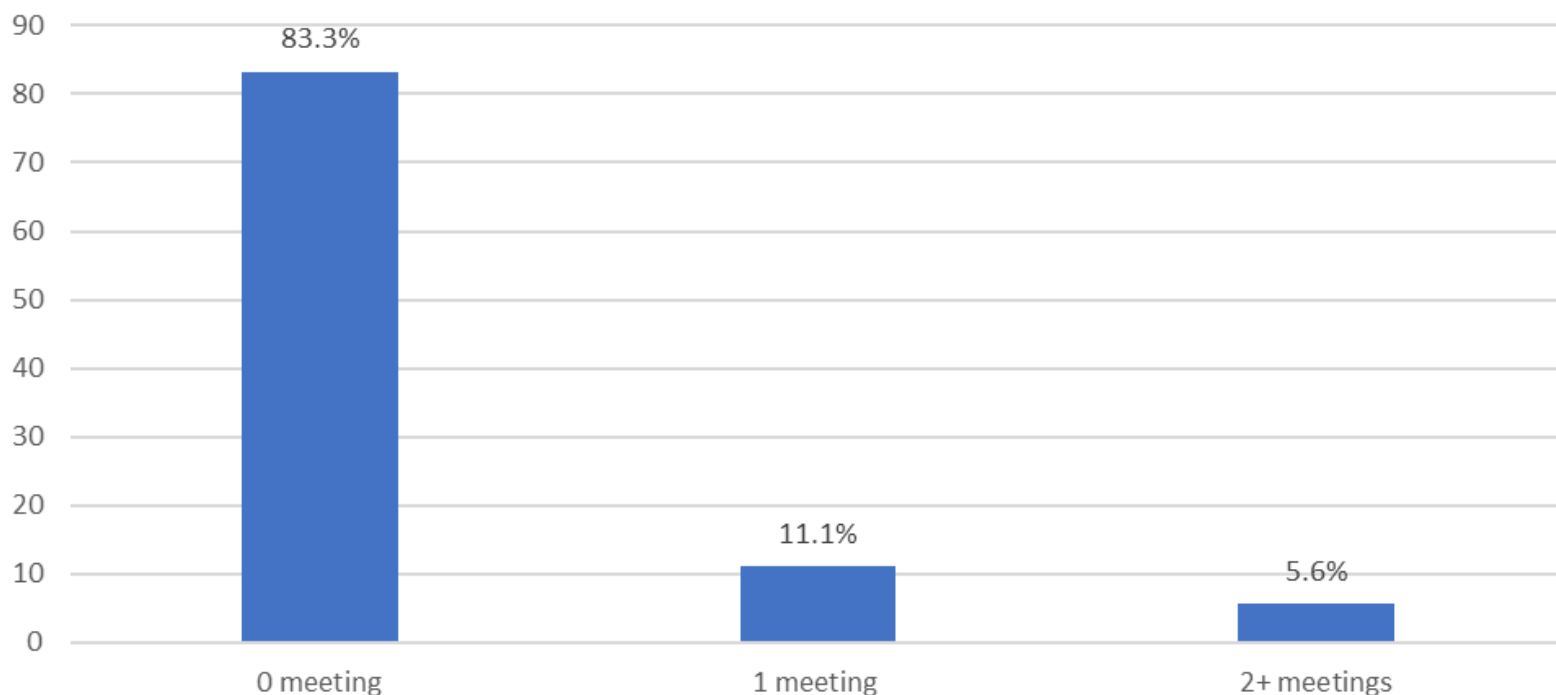




# Political Capital

They are not connected; few are involved in meetings or political organizations

Political Capital - Number of Political Organizations or Meetings in which Involved



# Cultural Capital & Community Climate

- **Acculturation** - Only 1.9% are Anglo acculturated, 48.1% are bicultural, 48.1% are Latino Acculturated, and none are marginalized.
  
- **Community Climate** - Scale from Strongly Disagree (1) to Strongly Agree (7)
  - NICE Perceived Experiences with discrimination (6 items) mean: 2.2
  - NICE Perceived Language Ability Pressures (6 items) mean: 2.5
  - NICE Perceived Negative Community Climate (6 Items) mean: 2.6



## Take Away Messages to Date

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- We have 1,400 Latino farmers in Missouri (2%) but it is a group that is growing quite fast (increased 59% in the past five years)
- Farms are very small, but do tend to mirror small farmers overall, in terms of farming as a side enterprise
- They are not connected to stakeholders in the mainstream practice of farming, nor engaged politically, but are more acculturated than the general Hispanic population
- There is a need and potential to build bridges with the main stream Practice of Farming



# Questions & Comments



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