



3RD ANNUAL

HISPANIC FARMERS AND AGRICULTURAL PROFESSIONALS SYMPOSIUM

SEPTEMBER 17TH, 2021



WWW.LATINOFARMERSUSA.COM

WELCOME TO THE THIRD 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 3rd 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
Co-Presidents, mano-Y-ola, LLC





OUR COMPANY

mano-Y-ola is a minority and female-owned consulting firm based in North Carolina with team members and offices in Mississippi, Puerto Rico, California, Texas, Louisiana, the Czech Republic, and the Netherlands. The company (formerly known as Nolo Consulting, LLC) was founded by Dr. H. Nolo Martínez (“Nolo”) in 2009 and is co-owned by Dr. H. Nolo Martínez and Maya McElrath, who have 45 years of combined experience in the fields of leadership, education, family services, social work, and community development. mano-Y-ola’s team is diverse in background, ranging from team members with experience in civic engagement, administration, the arts, communication and advertising, social work and case management, education, international relations, business administration and law, agricultural business, and agronomy.

mano-Y-ola’s focus areas are early childhood education programs, minority and immigrant farmer communities, and leadership development. Consulting services and programs include designing and completing comprehensive community assessments, effective strategic planning, grant evaluation, planning, and implementing outreach and advocacy activities. The company’s mission is to help each individual professional love what they do.



SYMPOSIUM PROGRAM

Friday, September 17th, 2021

Simultaneous Interpretation: Angelica Schiavone, Full Circle Interpreting

Master of Ceremonies: Dr. H. Nolo Martínez, mano-Y-ola, LLC

Musician: Larry Bellorin

9:00 - 9:30 am **Welcome**

- Terry Cosby - Chief, Natural Resources Conservation Services (NRCS), United States Department of Agriculture (USDA)
- Gloria Montañó Greene - Deputy Under Secretary for Farm Production and Conservation, USDA
- Dr. H. Nolo Martínez - Co-President, mano-Y-ola, LLC

9:30 - 10:30 am **Farmers' Panel**

- José Sánchez (*Moderator*) - Victus Puerto Rico, Inc.
- Luis Hernández - Finca La Carreta (Agroecological Farm: Plantains and Coffee)
- Emaly Quintana - Sisters, Inc. (Agroecological Farm: Pineapples and Plantains)
- Edwin Mas & Diego Piñeiro - Hacienda Santa Elena de la Sabana, Inc. (Agroforestry: Coffee and Breadfruit)
- Monica Hernández-Melancon - T. Moise Farms, LLC (Pasture-Raised Pork)

10:30 - 11:00 am **Coronavirus Food Assistance Program (CFAP),**

- Robert Satterfield - Acting Executive Director, North Carolina Farm Services Agency (FSA)
- Victus Puerto Rico, Inc., and North Carolina Acción Hispana / ¡Qué Pasa!

11:00 - 11:15 am *Break*

11:15 - 12:00 pm **Agroforestry Presentations**

- *Hispanic Forest Landownership Study Data and Methodology* - Maya McElrath, Co-President, and Adrian Parrot, Outreach Specialist, mano-Y-ola, LLC
- *Partners' Presentation: Endowment for Forestry and Communities* - Delie Wilkens, Endowment for Forestry and Communities, and Dominic Sutton-Vermeulen, Quantified Ventures



12:00 - 1:00 pm **Agricultural Professionals' Panel: New generation of Hispanic leaders; honoring our history, but creating a new beginning.**

- Rafael Vega - State Resource Conservationist, North Carolina USDA-NRCS
(Moderator)
- Dr. Edwin Martínez Martínez – State Conservationist, Virginia USDA-NRCS
- Heather Y. Medina Saucedo, Assistant State Conservationist - Field Operations, Oregon USDA-NRCS
- Brunilda Vélez - Assistant State Conservationist for Programs, Rhode Island USDA-NRCS

1:00 - 2:00 pm *Lunch Break*

2:00 - 2:45 pm **Champions in Conservation Learning Network (CCLN) Curriculum, mano-Y-ola Team**

- *Introduction* - Molly Hass (Moderator)
- *Conservation: Pass it Forward* - Jose Sánchez
- *Entrepreneurship: Business Science vs. Business Art* - Adrian Parrot and Pedro Ayala
- *Leadership: Self-Awareness, Trust, and Results* - Dr. H. Nolo Martínez
- *Young Professionals: I Wish I Knew Then What I Know Now* - Sara Espinosa and Rene Rivera

2:45 - 2:55 pm *Break*

2:55 - 3:30 pm **Internship Program, mano-Y-ola Team**

- *Internship Introduction* - Patricia Morales (Moderator)
- *Advisory Council* - Ricardo Lanzó with Mariemines Ortiz, Javier Medina and Luis Pratts, Past Interns, mano-Y-ola, LLC
- *CCLN Internship Introduction* - Patricia Morales, mano-Y-ola, LLC
- *2021 CCLN Intern Presentation* - Andres González
- *2021 CCLN Intern Presentation* - Jonathan Irizarry

3:30 - 3:35 pm **Closing Remarks**

- Maya McElrath - Co-President, mano-Y-ola, LLC

SPEAKERS

BIOGRAPHIES



Terry Cosby

Chief, Natural Resources Conservation Services USDA-NRCS

NRCS Chief Terry Cosby began his career with the agency in 1979 as a student trainee in Iowa. Over Terry's 42 years with the agency, he has served in numerous capacities. He had been the NRCS State Conservationist for Ohio since 2005. Mr. Cosby grew up in a cotton farm with his eight siblings in Tallahatchie County, Mississippi. The farm was purchased by his great-grandfather in the late 1800s.



Gloria Montañó Greene

Deputy Under Secretary for Farm Production and Conservation, USDA-NRCS

Montañó Greene is a former State Executive Director for the Farm Service Agency in Arizona from 2014-2017. Montañó Greene served as Deputy Chief of Staff and Chief of Staff to Congressman Raúl M. Grijalva of Arizona. Montañó Greene also served as Deputy Director for Chispa Arizona, a program of the League of Conservation Voters focused on the empowerment of Latino voices in Arizona on issues including energy, public lands, and democracy access.



Robert Satterfield

Acting Executive Director, North Carolina Farm Services Agency (FSA)

Satterfield is FSA Acting State Executive Director for North Carolina and also handles the CFAP program. He started working with Farm Services Agency for 36 years and previously worked in Caswell, Person, Orange, Durham, Granville, and Warren Counties before moving to the State Office in 2012.



Luis Hernández

Farmer

Hernández has a bachelor's degree in Business Administration with a concentration in Accounting from the Pontificia Universidad Católica in Ponce, Puerto Rico. He worked 30 years in the telecommunications industry in positions of Manager of Quality Control and Operations, and Logistics and Administration of Distribution Centers. During the year 2019, he began to venture into agriculture and took several trainings in the Agricultural Extension Services Division and USDA to develop a farm in the city of Ponce, Puerto Rico.



Emaly Quintana Serrano

Farmer and Agriculture Science Teacher

Quintana Serrano has a bachelor's degree in Agricultural and a master's degree in Agriculture Extension. She recently collaborated in developing a hybrid agriculture curriculum that uses online education and face-to-face instructional methods to provide agriculture education in Puerto Rico. Quintana Serrano has over three years of experience in the design, construction, and coordination of community gardens and oversaw developing and supervising organizational activities, intervention strategies, and planting plans for 26 community gardens. Quintana Serrano currently manages her farm production, Finca Terranova (Sisters, Inc.), where she is dedicated to producing plantain and pineapple for local restaurants and markets.



Diego Piñeiro

Farmer and Civil Engineer

Diego Piñeiro is a Civil Engineer with 18 years of experience designing and installing gabions and bioengineering systems to control landslides and erosion in Puerto Rico and the U.S. Virgin Islands. He is a certified Quality Assurance Manager for the U.S. Army Corps of Engineers projects. Diego is Vice President of Hacienda Santa Elena de la Sabana, Inc. In addition, he owns two other successful enterprises that specialize in designing and applying reinforcement bioengineering systems and plant materials for soil erosion.



Monica Hernández-Melancon

Farmer and Entrepreneur

Monica Melancon is a farmer and entrepreneur. She and her husband are owners of T. Moise Farms, LLC, in Sunset, Louisiana, in the heart of Cajun country. They specialize in the all-natural production of pasture-raised Berkshire pork, raw honey, and pasture-raised poultry and eggs. In addition, Monica has a strong background in retail business administration and has used that skill set to build innovative products for local markets.



Edwin Mas

Farmer and Agricultural Conservation Coach

Retired agronomist from USDA-NRCS and the University of Puerto Rico, Mayagüez Campus, has 35 years of experience in natural resource conservation. Mas has written several internationally recognized publications on vegetation issues and has worked on technology transfer in the Pacific, Asia, Central, and South America. Currently, he owns Hacienda Santa Elena de la Sabana, Inc., an agroforestry project in Ciales, Puerto Rico, which includes coffee and breadfruit crops. In addition, he collaborates with mano-Y-ola, LLC, as a coach for the Champions in Conservation Learning Network program.



Delie Wilkens

Program Analyst, Endowment for Forestry and Communities

Prior to joining the Endowment, Delie worked as a research fellow with the U.S. Forest Service – Southern Research Station on several projects related to sustainable forestry initiatives. She holds a Master of Science degree from Virginia Tech in Forest Resources and an undergraduate degree in Anthropology & Geography from Appalachian State University. She also served as an Agriculture & Forestry Extensionist in Paraguay during her Peace Corps service.



Dominic Sutton-Vermeulen

Associate Director, Quantified Ventures

Dominic joined Quantified Ventures to, among other initiatives, support the scale up and expansion of the Soil and Water Outcomes Fund's ecosystem service markets. Dominic comes to Quantified Ventures from CME Group, where he was a Manager of Agricultural and Alternative Investment Research and Product Development. A native Iowan, Dominic enjoys riding his bike and getting lost on the country roads.



Dr. Edwin Martínez Martínez

State Conservationist, Virginia USDA-NRCS

Dr. Martínez was born and raised in Puerto Rico where he also earned his bachelor's and master's degrees from the University of Puerto Rico. He later received his Ph.D. in Soil Sciences from Michigan State University while working for USDA's Natural Resources Conservation Service (NRCS). Dr. Martínez began his NRCS career in 2005 as a Soil Conservationist student trainee in Nebraska and Puerto Rico. Most recently, Dr. Martínez managed the Great Lakes Restoration Initiative in Washington, D.C., making a significant contribution to improving nutrient management around the Great Lakes Region and the overall water quality of the lakes.



Heather Y. Medina Saucedo

Assistant State Conservationist - Field Operations, Oregon USDA-NRCS

Medina Saucedo received her B.S. in Zoology / Environmental Biology from Michigan State University. She started with the Natural Resources Conservation Service (NRCS) in East Lansing, Michigan, as an Earth Team Volunteer. Medina Saucedo is currently an Assistant State Conservationist for field operations in Oregon. She covers the central coast – upper Willamette and southwest basin for Oregon and has been in this position since 2010. In 2018, Heather completed the Strategic Leadership Development Program through George Washington University. Medina Saucedo is currently the President for Women in NRCS (WiN). Medina Saucedo served as a Peace Corps volunteer in the Environmental Education sector in Puerto Escondido, Dominican Republic.



Brunilda Vélez

Assistant State Conservationist for Programs, Rhode Island USDA-NRCS

Vélez leads the Financial Assistance and Easement programs in partnership with state and local entities. She has more than seventeen years of experience implementing conservation programs in multiple states. She has volunteered for several details in National Headquarters and as Acting State Conservationist in Connecticut and Kentucky. Vélez started her career as a Soil Conservationist in West Bend, Wisconsin, after graduating from the University of Puerto Rico with a bachelor's degree in Agricultural Technology. She is a member of the National Easement Advisory Team, Women in NRCS (WiN), and a lifetime member of the National Hispanic NRCS Employees Organization. She was a recipient of the National Organization of Professional Hispanic NRCS Employees "Excellence in Hispanic Community Outreach Award."



Rafael Vega

State Resource Conservationist, North Carolina USDA-NRCS

During Vega's career with the USDA-NRCS, he's held multiple positions at the field and area levels, before becoming the State Resource Conservationist for North Carolina in 2016. Vega 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). Vega was the recipient of the 2018 NOPHNRCSE Leadership National Award and the 2009 Excellence in Hispanic Outreach Award. Vega serves as the national Hispanic male representative to the National NRCS Civil Rights Committee.



PROGRAMA DE ASISTENCIA ALIMENTARIA CORONAVIRUS 2



El Departamento de Agricultura de los Estados Unidos (USDA) está brindando un apoyo fundamental a los productores agrícolas y ganaderos de nuestro país a través del Programa de Asistencia Alimentaria Coronavirus 2 (CFAP 2). El CFAP 2 brinda asistencia financiera esencial a los productores que continúan enfrentando la desorganización del mercado y los costos asociados debido al COVID-19.

Resumen

El USDA comenzará a brindar asistencia financiera extra a los productores, entre ellos los productores agrícolas y ganaderos, que se han visto afectados por la desorganización del mercado debido al COVID-19, a través de la iniciativa Asistencia a Productores durante la Pandemia.

El período original de postulación al CFAP 2 finalizó el 11 de diciembre de 2020. El USDA reabrió la inscripción al CFAP 2 a partir del **5 de abril de 2021**, por **al menos 60 días**. Más adelante se anunciará la fecha de cierre de estas inscripciones.

¿Quién es elegible?

Los productores (personas o entidades jurídicas) de determinados productos agrícolas que enfrentan la continua desorganización del mercado y los elevados costos de comercialización son elegibles para recibir pagos en virtud del CFAP 2.

Para ser elegible para recibir pagos, una persona o entidad jurídica debe:

- tener un ingreso bruto ajustado promedio de menos de \$900,000 para los años fiscales 2016, 2017 y 2018; u
- obtener al menos el 75% de su ingreso bruto ajustado de actividades relacionadas con la agricultura, la ganadería o la silvicultura.

Las personas y entidades jurídicas también deben:

- producir comercialmente los productos elegibles;
- participar del negocio de la agricultura al momento de presentar la solicitud;
- cumplir con las disposiciones de las regulaciones de "Conservación de tierras altamente erosionables y humedales", a menudo denominadas "disposiciones de cumplimiento con la conservación";
- si es una persona extranjera, proporcionar tierra, capital y una importante cantidad de trabajo personal activo a la operación agrícola, y
- no haber cometido una violación en relación con el uso de sustancias de uso controlado.

Los productos cultivados en virtud de un contrato en el cual el productor tiene riesgo respecto de la producción y la propiedad son elegibles para el CFAP 2.

Productos elegibles

Los pagos del CFAP 2 se dividirán en tres categorías de productos:

1. Productos de activación del precio
2. Cultivos de tasa uniforme
3. Productos de venta

Programa de ayuda alimentaria por el coronavirus 2

Coronavirus Food Assistance Program (CFAP2)

Solicitudes

a) Enlace con el formulario de solicitud del programa de ayuda alimentaria por el coronavirus 2 (CFAP 2):

<https://www.farmers.gov/sites/default/files/AD3117-Spanish-01192021.pdf>

b) Instrucciones para completar el formulario AD-3117:

<https://www.farmers.gov/sites/default/files/AD3117-Instructions-Spanish-01192021.pdf>

c) Preguntas y respuestas:

<https://www.farmers.gov/sites/default/files/documents/cfap2-factsheet-april2021-spanish.pdf>



Puerto Rico



VICTUS
PUERTO RICO, INC.



www.victuspuertorico.org



Carolina del Norte:

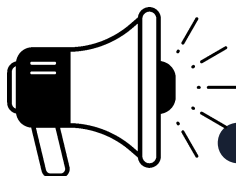
iQué Pasa!

The Official Magazine of the Puerto Rico Tourism Company



<https://www.facebook.com/QuePasaMedia/>

Contáctanos



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

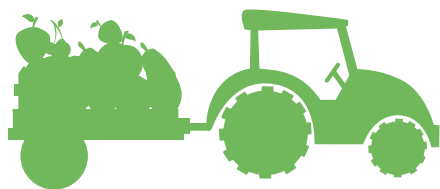
- Secure necessary financing (farm capitalization and operating); establish credit with key suppliers.

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

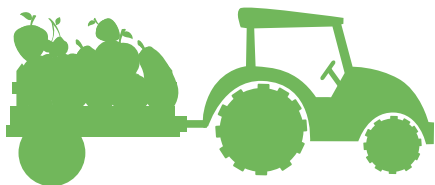
- Revise sus planes de negocios agrícolas con un asesor.
- Investigue qué recursos podrían estar disponibles para ayudar su negocio y visión.

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.



El liderazgo latino en la agricultura es esencial para el futuro de nuestra economía, la seguridad alimentaria y la protección y conservación de los recursos naturales.

DR. H. NOLO MARTÍNEZ



*Latino leadership in agriculture
is essential to the future of our
economy, food security, and the
protection and conservation of
natural resources.*

DR. H. NOLO MARTÍNEZ

OUR TEAM

mano-Y-ola's values define the culture we encourage, the standards we expect, and the principles that strengthen our team efforts.



Dr. H. Nolo Martínez
Co-President



Maya McElrath
Co-President



Patricia Morales
Program Manager



Danielle Luchtenburg
Vice President of
Programs



Molly Hass
Agricultural
Development
Specialist



Afra Koopman
Evaluation Specialist



Sara Espinosa
Agricultural and Life
Sciences Associate



Jessica Roqueburg
Education Content
Creator



Honor Rackley
Data Systems
Specialist

OUTREACH SPECIALISTS



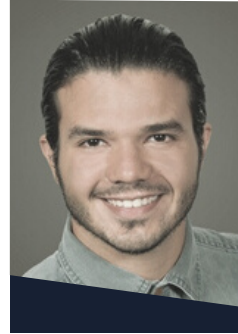
José Sánchez



Adrian Parrot



Rene Rivera



Pedro Ayala



Ricardo Lanzo

CHAMPIONS IN CONSERVATION LEARNING NETWORK (CCLN) PARTICIPANTS

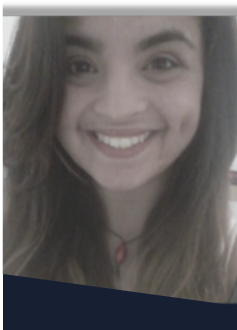


Jonathan Irizarry



Andres González

ADVISORY COUNCIL



Mariemines Ortiz



Javier Medina



Luis Pratts

HISPANIC FARMERS AND AGRICULTURAL PROFESSIONALS SYMPOSIUM 2021

WWW.LATINOFARMERSUSA.COM



Let's be social



@mano_y_ola



@manoyolalc