



Latino Agricultural Entrepreneurship Pathways

Missouri Profiles

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Profiles of Latino Farmers in Missouri

Four groups identified:

- ▶ **Group 1:** Identified agriculture as the primary economic activity of one of the heads of the household
- ▶ **Group 2:** Farmers with sales between \$5,000 and \$10,000
- ▶ **Group 3:** Farmers with sales of less than \$5,000
- ▶ **Group 4:** Latinos engaged in agriculture with no sales

The profiles present the goals of each groups along with their demographic characteristics, capitals, and preferences for information



Group 1: Engaged in the Practice of Farming (primary activity, n=10)

- Top four reasons for farming: It is a way to earn money (40%); escape from my tedious job (40%); produce healthier organic (no chemicals) food for my family consumption (30%); cut on household food expenses (30%)
- Top four goals: Increase revenue (70%); generate income during retirement (40%); expand my farm acreage (30%); produce new products (30%)
- Age: 49 years; Education: 5 years
- Acculturation Index (English linguistic proficiency and media): 2.2 (scale 1-4)
- Engagement in Economic Enterprise:
 - Sales of Crops: \$10,000
 - Sales of Livestock: \$109,762
 - Investments in Farming: \$137,500




Group 2: Engaged in the Practice of Farming (\$5,000 – \$10,000); n= 9

- ▶ Top four reasons for farming: Dedicate myself to the farm when I retire (44%); I want a rural lifestyle for my family (44%); it is a way to earn money (44%)
- ▶ Top four goals: Expand my farm acreage (77%); increase revenue (66%); purchase new equipment (44%); generate income during retirement (33%)
- ▶ Age: 45 years; education: 7 years
- ▶ Acculturation index (English linguistic proficiency and media): 3.0 (of 4)
- ▶ Engagement in Economic Enterprise:
 - ▶ Sales of Crops: None
 - ▶ Sales of Livestock: \$19,886
 - ▶ Investments in Farming: \$145,375 (Groups 2 and 3, significantly different, $P < 0.10$)



Group 3: Engaged in the Practice of Farming (less than \$5,000) n= 16

- ▶ Top four reasons for farming: It connects me to my childhood (69%); as an escape from my tedious job (51%); it is a way to earn money (51%)
- ▶ Top four goals: Increase revenue (50%); generate income during retirement (38%); expand my farm acreage (38%); pass the farm on to my children (31%)
- ▶ Age: 46 years; Education in years: 6 years
- ▶ Acculturation Index (English linguistic proficiency and media): 2.1 (of 4)
- ▶ Engagement in Economic Enterprise:
 - ▶ Sales of Crops: \$850
 - ▶ Sales of Livestock: \$2,529
 - ▶ Investments in Farming: \$24,628 (Groups 2 and 3, significantly different, $P < 0.10$)



Group 4: Engaged in the Practice of Farming for other reasons (n=17)

- ▶ Top four reasons for farming: As an escape from my tedious job (51%); farming is a tradition in my family (51%); it is a way to earn money (46%); also connects to childhood (43%)
- ▶ Top four goals: Generate income during retirement (35%); pass the farm on the my children (35%); increase revenue (35%); expand my farm acreage (29%)
- ▶ Age: 45 years; Education: 7 years
- ▶ Acculturation index (English linguistic proficiency and media): 2.2 (of 4)
- ▶ Engagement in Economic Enterprise:
 - ▶ Sales of Crops: None
 - ▶ Sales of Livestock: \$1,450
 - ▶ Investments in Farming: \$29,164

Relationships with resource providers and extent of trust in them, Likelihood 1-4


	Group 1	Group 2	Group 3	Group 4
NRCS	3.6	3.5	3.4	2.6
FSA	3.0	3.5	4.0	1.5
SWCD	3.0	3.5	2.0	1.0
Dep of Agriculture	3.0	4.0	2.0	1.0
University Extension	4.0	4.0	3.6	3.7
Ag Lenders	3.2	3.0	3.0	2.0

If you were to start or expand your farm who would you go for assistance? Likelihood 1-4

	Group 1	Group 2	Group 3	Group 4
Family	2.5	1.33	2.7	3.0
Church	1.0	1.0	1.0	1.0
Co-worker	1.4	1.0	1.0	1.1
Employer	1.2	1.0	1.0	1.0
Farmer organization	1.8	1.2	1.3	1.5
Friends	1.4	1.3	1.1	1.1
Govt Support Prog.	2.1	1.5	1.8	1.5
Farmer Coops	1.0	1.0	1.0	1.22
University Programs	2.1	1.0	1.7	1.8

Groups 2 and 3 different, $P < 0.10$

Groups 2 and 4 different, $P < 0.05$



Webinar Three: Exploring the Latino Entrepreneurship Readiness Tool

- Thursday, May 14th
- Zoom Session
 - <https://muextension.zoom.us/j/5738843018?pwd=U1JrRTQyVEYzdzdEdW1JaHd5U04wUT09>
 - Meeting ID: 573 884 3018
 - **Password: LAEP**
 - **One tap mobile**
 - +13126266799,,5716468769923,,5738843018# US (New York)
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 - +1 312 626 6799 US (Chicago)
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