



Washington State Department of Agriculture News Release

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Farm business information produced in Spanish for Washington's Latino farmers *Federal farm programs, safe pesticide use, business planning presented on CDs*

OLYMPIA – Outreach and education efforts conducted in Spanish are increasingly available through the Washington State Department of Agriculture (WSDA) to reach a key stakeholder group—the Latino farm community.

The most recent example is the release this month of a five-disc set of audio CDs and planned radio broadcasts produced in Spanish. The communications provide guidance on business and financial planning, food safety, the safe, legal use of pesticides and information on state and federal farm programs.

“Latino farmers make up the fastest growing group of new farmers in the state,” said Patrice Barrentine with WSDA’s Small Farm & Direct Marketing Program. “Several Spanish-broadcast radio stations have agreed to air the CDs. Radio is often the preferred way for many Latinos to receive information. Having the information on CDs also is a great way to reach busy farmers who do not have the time to attend more traditional seminars and workshops.”

KDNA 91.9 FM, a public education station targeting Spanish-speaking audiences, is hosting a kick-off ceremony on Oct. 14 for farmers, government and community-based partners who supported the CD project. The celebration will be from 5:30 p.m. to 7 p.m. at the station’s new studio in Granger.

“This novel approach in Washington to provide educational assistance to farmers in their native language on CDs has gained the attention of other states and immigrant farmer groups,” Barrentine added.

WSDA led the project to produce the CDs with assistance from Washington State University under a grant from the U.S. Department of Agriculture’s Risk Management Agency.

The audio discs discuss ten topics in 30-minute segments. Topics include information on USDA services, direct marketing of agricultural products, crop insurance, good farm practices, food safety and energy alternatives. Also presented is a segment on producing safe queso fresco, a popular Mexican cheese.

As another service to Latino agricultural workers, WSDA provides pesticide licensing and use information in Spanish. Jorge Lobos, who works for WSDA’s pesticide licensing and recertification program in Yakima, emphasizes recordkeeping and other program requirements to Latino audiences. Lobos also has provided training in Spanish for pesticide applicators and partnered with the Washington State Migrant Council to conduct worker training classes.

WSDA supports employers’ efforts to provide Worker Protection Standards training for workers who apply pesticides. Several employees in WSDA’s Pesticide Management Division offer training services in

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Spanish and English. Their work includes “train-the-trainer” workshops, hands-on pesticide safety training for agricultural employees and continuing education courses.

To receive a free set of the CDs, “Risk Management Strategies for Farm Businesses: Information for Latino Farmers in Washington state,” contact Patrice Barrentine at smallfarms@agr.wa.gov or (360) 902-2057. It also is available from Malaquias Flores, Latino outreach coordinator, WSU Small Farms Program, at 1-866-978-9165.

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