

1. Great contact in Hmong community/small farmers with only one (or a few) meters:

Name: Richard H. Molinar M.S.

Title: Farm Advisor

Specialty: Small farms, vegetable crops, organic farming, insect/weed management, specialty crops, sugar peas, strawberries, eggplant, squash, Asian vegetables such as basil, lemongrass, green beans, long beans, gailon, bittermelons, refugee farmers, Hmong, Lao, fluent in Spanish

Unit: Fresno County

Address: 1720 South Maple Avenue; Cooperative Extension Fresno County; Fresno, CA 93702

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Also in Small Farm Program

2. Small farmers along coast, etc.

California Certified Organic Farmers <http://www.ccof.org/contact.php>

3. More contacts/events from the CFBF (for us, or PGE, or both to contact/attend):

-Cotton industry; <http://www.ccgga.org/contact.html>

"...the newsletter of the California Cotton Growers and Ginners Associations has had some utility information included before, but I don't exactly remember what the issue was. Either way, that might be an industry worth connecting with. The gins may not apply due to size, I'm just not sure."

-CFBF Annual Meeting & Trade Show, Monterey, December - <http://www.cfbf.org/am2010/>

-Unified Wine & Grape Symposium, Sacramento, January - <http://www.unifiedsymposium.org/>

-Almond Board Conference, Modesto, December - <http://conference.almondboard.com/agenda.aspx>

-Alfalfa & Forage Symposium, Nov. 30-Dec 1,2, Visalia - <http://cemarkin.ucdavis.edu/?calitem=116667>

-Napa Valley Viticulture Fair, Nov. 4, Napa - <http://www.napagrowers.org/vitfair.html>

4. TAKE-AWAY - what CFBF told us:

1. CFBF is willing to run stuff in AgAlert (statewide newsletter that goes to FARMERS, not regular consumers... farmers actually take the time to read it).
2. Go to the County FB offices for the best outreach effort. They'll help with newsletters, meetings, events, spreading the word.
3. Do NOT go door-to-door. It won't be effective: not a good response, trust, "why are you here?", types of accounts and who handles them, etc.
4. Understanding the numbers, *most* ag folks will have no problem with understanding this, so it's the smaller, more marginalized growers that will need to be contacted.
5. Farmers like bullet points. Make outreach materials simple, clean, and straightforward; present the basic, vital information, and then provide a weblink that goes more in-depth, if they want it, and provide contact information at that point. Don't throw everything at them, at once.
6. For now, and for future use, it might be good to buy the CFBF's ag directory (\$30); either CPUC, PGE, or both. [I found a CDFA ag directory, but I don't know if this is what she's talking about. I'm waiting to hear back from CFBF]

