

# Cultivando Productos Especiales para Mercados Étnicos

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**Sources of Information**

**<https://cefs.ncsu.edu/field-research/small-farm-unit/>**

# Family Farms

Ninety-six percent of U.S. farms are family-owned



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*In 2017, 96% of U.S. farms were family-owned. Small family farms account for 88% of all U.S. farms, 46% of land in farms, and 19% of the value of all agricultural products sold. Large-scale family farms made up less than 3% of all U.S. farms, but produced 43% of the value of all agricultural products. Mid-size family farms accounted for 5% of U.S. farms, and produced 20% of the value of all agricultural products.*

**1,798,439**  
small family farms



**108,304**  
mid-size family farms



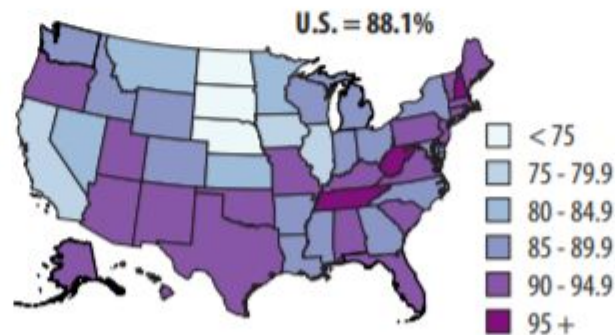
**52,592**  
large and very large  
family farms



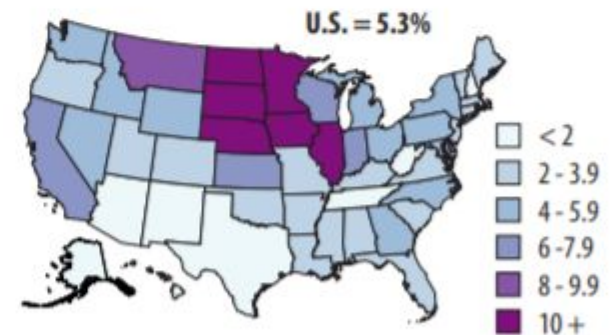
## Number and Location

The 2017 Census of Agriculture questions for demographic data were revised to better capture the contributions of all persons involved in agricultural production. In response to detailed questions about farm decision making, more farms reported multiple individuals involved in farm operations. Because of the changes, the small farm

Small Family Farms as Percent of Total Farms, 2017



Mid-Size Family Farms as Percent of Total Farms, 2017



between census cycles as well as the other typology groups.

### Family Farm Counts by Size

	2017	Percent Change Since 2012
Small	1,798,439	-3%
Mid-Size	108,304	-8%
Large	47,056	-13%
Very Large	5,536	-3%
<b>All Family Farms</b>	<b>1,959,335</b>	<b>-4%</b>

The number of family farms decreased from 2012 to 2017, down almost 80,000 farms or 4%. Larger decreases occurred for mid-size and large family farms, down 8% and 13%, respectively. There were 82,885 non-family farms in the U.S. in 2017, up 18% from 2012.

## Farm Types

The 2017 Census of Agriculture farm typology report classifies all farms into unique categories based on two criteria – who owns the operation and gross cash farm income (GCFI). GCFI includes the producer's sales of crops and livestock, fees for delivering commodities under production contracts, government payments, and farm-related income.

**Small family farms** – GCFI less than \$350,000

*Low-sales farms* – GCFI less than \$150,000.

*Moderate-sales farms* – GCFI between \$150,000 and \$349,999.

**Mid-size family farms** – GCFI between \$350,000 and \$999,999.

**Large-scale family farms** – GCFI of \$1,000,000 or more.

*Large family farms* – Farms with GCFI between \$1,000,000 and \$4,999,999.

*Very large family farms* – Farms with GCFI of \$5,000,000 or more.

**Non-family farms** – Any farm where the producer and persons related to the producer do not own a majority of the business.



United States Department of Agriculture  
National Agricultural Statistics Service

[www.nass.usda.gov/AgCensus](http://www.nass.usda.gov/AgCensus)

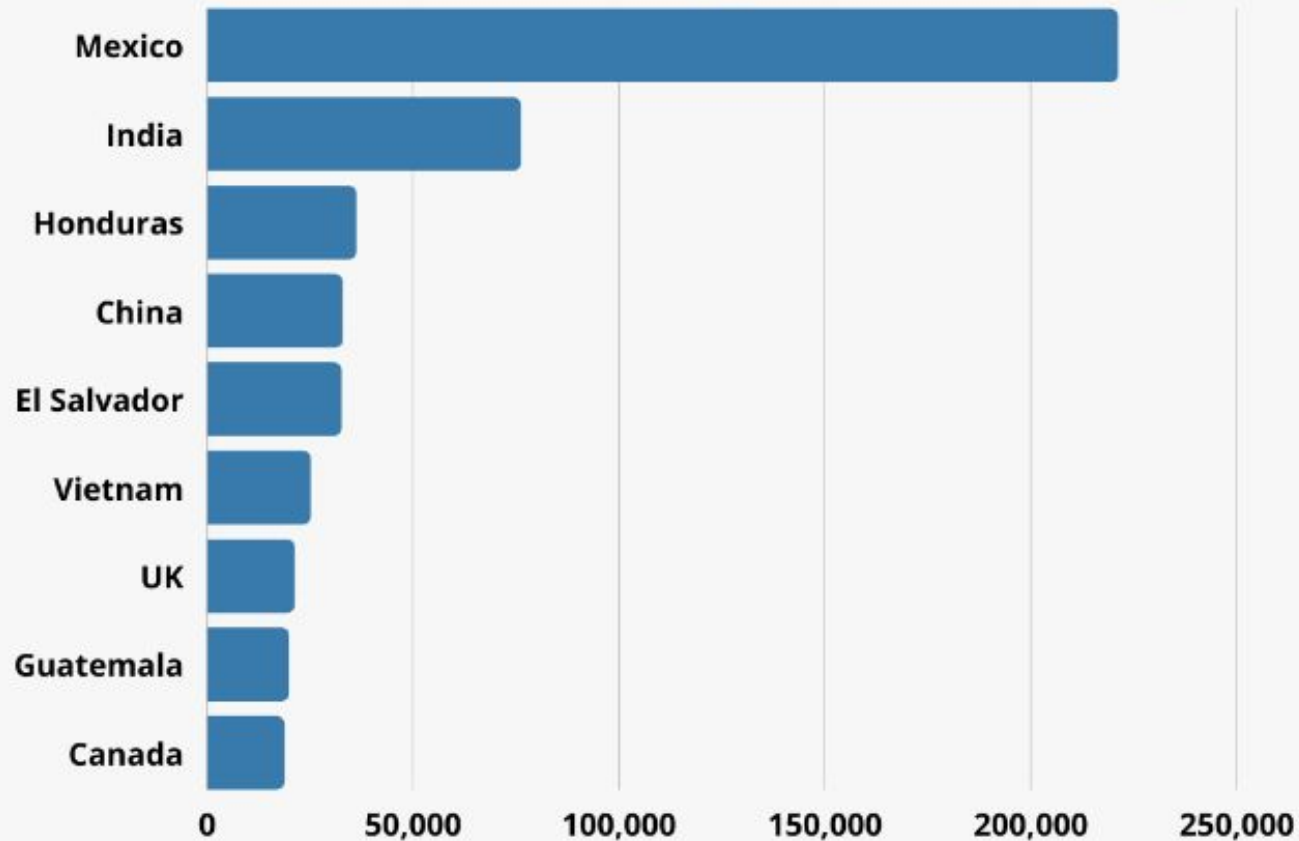
# Por qué Verduras Especiales?

Las cosas están cambiando más rápido de lo que imaginamos

- 1. Clientela – Tipos, Perfiles, Preferencias, Presupuestos (Personas)**
- 2. Clima – estacionalidad, Capacidad de crecimiento (Lugar)**
- 3. Recursos – costos, insumos (Precio)**
- 4. Información – Cómo y dónde compramos comestibles (Promoción)**

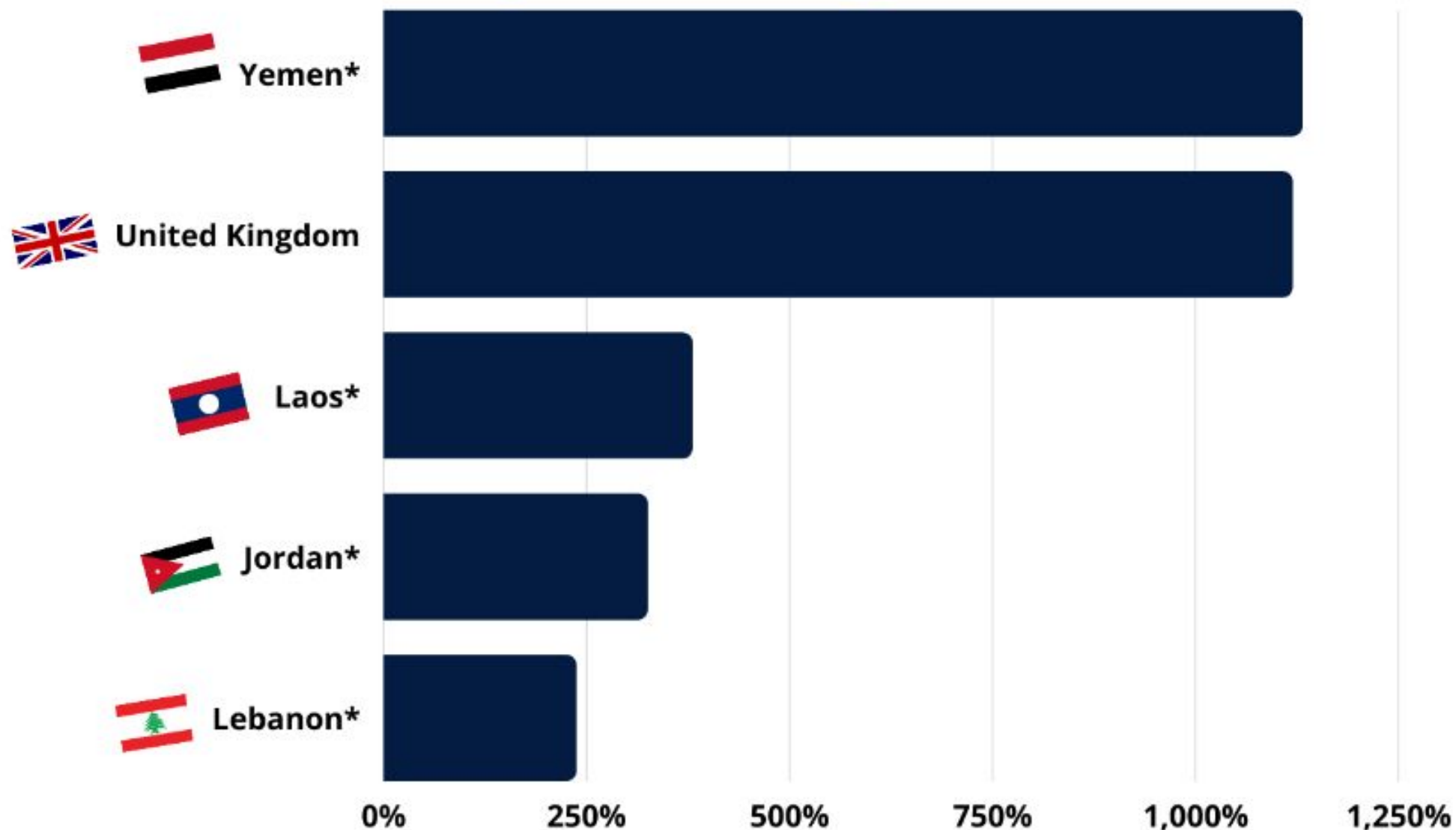
# ¿Por qué mercados étnicos?

## Top Countries of Origin for North Carolina's Foreign-Born Population



Source: US Census Bureau, American Community Survey, 2016-2020

# Countries of Origin with Largest Percent Increase



\*These countries each represent < 1% of the total foreign-born population

Source: US Census Bureau, American Community Survey, 2016-2020 compared to 2011-2015

# ¿Cómo obtener altos márgenes de ganancia?

- 1. Cultivar frutas y verduras de alta calidad - orgánicas**  
**Cultiva pocas variedades y en grandes cantidades**  
**Cultiva el tipo de frutas y verduras que puedes cosechar**  
**(varias cosas y varias veces)**  
**Cobra un precio razonable: conozca sus gastos generales y su costo promedio (Contabilidad)**

### Sunflower Shoots

Nutty, sweet flavor. High in protein, essential fatty acids, vitamins A, B complex, C, D and E!  
Toss with fresh lemon juice, olive oil & sea salt, top a sandwich or snack!  
8oz portions

**\$12 for 1/2 lb**

### Radish Blend

A mix of different radish varieties, this blend is perfect to add a peppery spice to your meals!

**\$8 - 1/4 lb**

### Pea Shoots

Crisp spring pea flavor. High in beta carotene, vitamin C, and fiber!

FOLD INTO AN OMELETTE OR WARM SALAD, STIR-FRY, OR SNACK ON FRESH!

8oz portions

**\$10**

### Signature Shoot Salad Blend

Delicate and sweet mix of pea shoots, sunflower shoots, popovers shoots and radish microgreens.

GREAT AS A STAND ALONE SALAD OR SIDE DISH

**\$12 for 1/2 lb**

### Cocktail Kits

Perfect for holidays or celebrations! Contains a different herbs and garnishes as well as edible flowers and nasturtium.

**\$12**

### Lettuce special

**! SALE !**

**1 for \$8**

**2 for \$15**



# Crear un plan de negocios sostenible

- **Prácticas de manejo agroecológico** que enfatizan la diversidad, el conocimiento del patrimonio, la agrosilvicultura, la complejidad del paisaje y las técnicas de manejo del agua y el suelo, incluidos los cultivos de cobertura, el compostaje y la recolección de agua. –  
**Prácticas de conservación**  
**Adaptabilidad y resiliencia** en respuesta a las variaciones climáticas a través de la participación de la comunidad -  
**Cooperativa**

## **Paso 1. Necesito conocer estas verduras!**

**Restaurantes**

**Mercados de agricultores administrados por el Estado**

**Tiendas de comestibles especializadas**



## Paso 2. Necesito saber cómo cocinar estas verduras y probarlas!

Restaurantes

Mercados de agricultores administrados por el Estado

Tiendas de comestibles especializadas

## Paso 3. Necesito entender los beneficios para la salud de comer estas verduras!



## Paso 4. Necesito saber dónde puedo vender estas verduras!

Restaurantes

Mercados de agricultores administrados por el Estado

Tiendas de comestibles especializadas

Venta directa a clientes



## **Paso 5. ¡Necesito saber cómo cultivar estas verduras!**

**Programas de extensión, recursos en línea, guías del USDA**



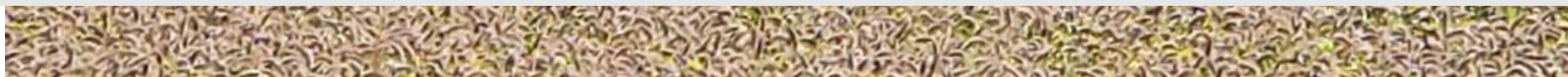
## **Paso 6. Necesito saber si tengo el entorno y los recursos adecuados para cultivar estos vegetales!**

**Pruebas de suelo, tamaño de la parcela, sistemas de producción, clima,**



## **Paso 7. ¡Necesito saber cómo cuidar las verduras!**

**Nutrientes, polinización, sol, agua, plagas, malezas y otras enfermedades**



## **Paso 8. ¡Necesito saber si puedo producir estas verduras de manera sostenible!**

**Fijación de precios, análisis de costos, retorno de la inversión y ajustes estacionales**

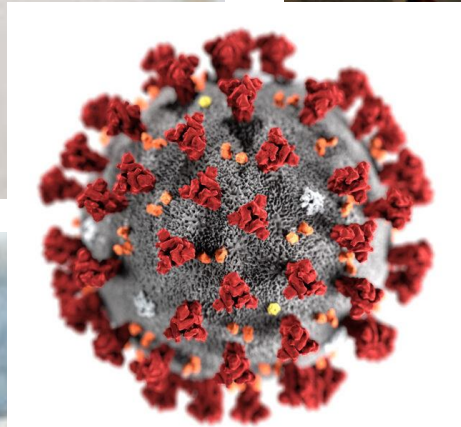




**Paso 9. ¡Necesito saber si necesito más ayuda para cultivar estas verduras si la demanda aumenta! (o, ¿qué necesito recortar cuando la demanda es baja?)**

**Labor, training, flexibility, customer relationships**





**Paso 10. Necesito tener un plan de gestión de riesgos (¿o cómo lidiar con el fracaso?)**



# CEFS



NCSU | NCA&T | NCDA&CS

*The Center for Environmental Farming Systems is a partnership of North Carolina State University, North Carolina Agricultural and Technical State University, and the North Carolina Department of Agriculture and Consumer Services.*



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