Partnering with Historically Underserved Producers

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NRCS helps people help the land

Our mission is to provide resources to farmers and landowners to aid them with conservation

We work on Private and Tribal lands
(About $\frac{2}{3}$ of the US)
The Plant Materials Program
360° Restructuring

• Refocuses the program to work within the mission of the NRCS
• Our job is to develop new plant materials for conservation
• We are not the nation’s nursery!
 PMC Business Model

1. Identify Resource Concerns
2. Develop Plant Materials to Address Resource Concerns
3. Work with Conventional Growers to Increase the Availability of these Plant Materials
4. Plant Materials are used to Address Resource Concerns
Challenge:

Large Growers Focus on Large Markets
While
Locally Relevant Plant Materials Present Smaller Markets
Solution:

Assist Historically Underserved Farmers To Produce Locally Relevant Plant Materials For Smaller Markets
PMC Business Model to Assist Traditionally Underserved Producers

1. Identify Resource Concerns
2. Develop Plant Materials to Address Resource Concerns
3. Work with Traditionally Underserved Growers to Increase the Availability of Plant Materials
4. Match Traditionally Underserved Growers with Cooperatives and Commercial Growers to Harvest and Market Plants
5. Plant Materials are used to Address Resource Concerns
How Many Farms are Small?

Number of Farms by Economic Sales Class - New Mexico: 2013 and 2014

Source: New Mexico Annual Bulletin – 2014, USDA - NASS
Demographics
Where is (or isn’t) the Money?

Data Source: USDA-NASS
Capacity?
PMC/Partner/Producer Business Model

Producer
• Gather seed and plant stock
• Grow and maintain crops
• Provide a reasonable guarantee of crop quality, quantity, and delivery dates

Partnering agencies
• Assist Producers in becoming a Federal vendor
• Contract with Producers to purchase plant materials
• Provide Producers with technical support as needed
• Collect Seed and other starter plant materials as needed

NRCS Plant Materials Centers
• Provide Producers with technical assistance in collecting and growing native plant materials
• Train Producers on seed preparation and clean, scarify and inoculate seed as needed
• Assist Producers in assessing technical needs

Resource Concern Solutions

Collaboration

Empowerment