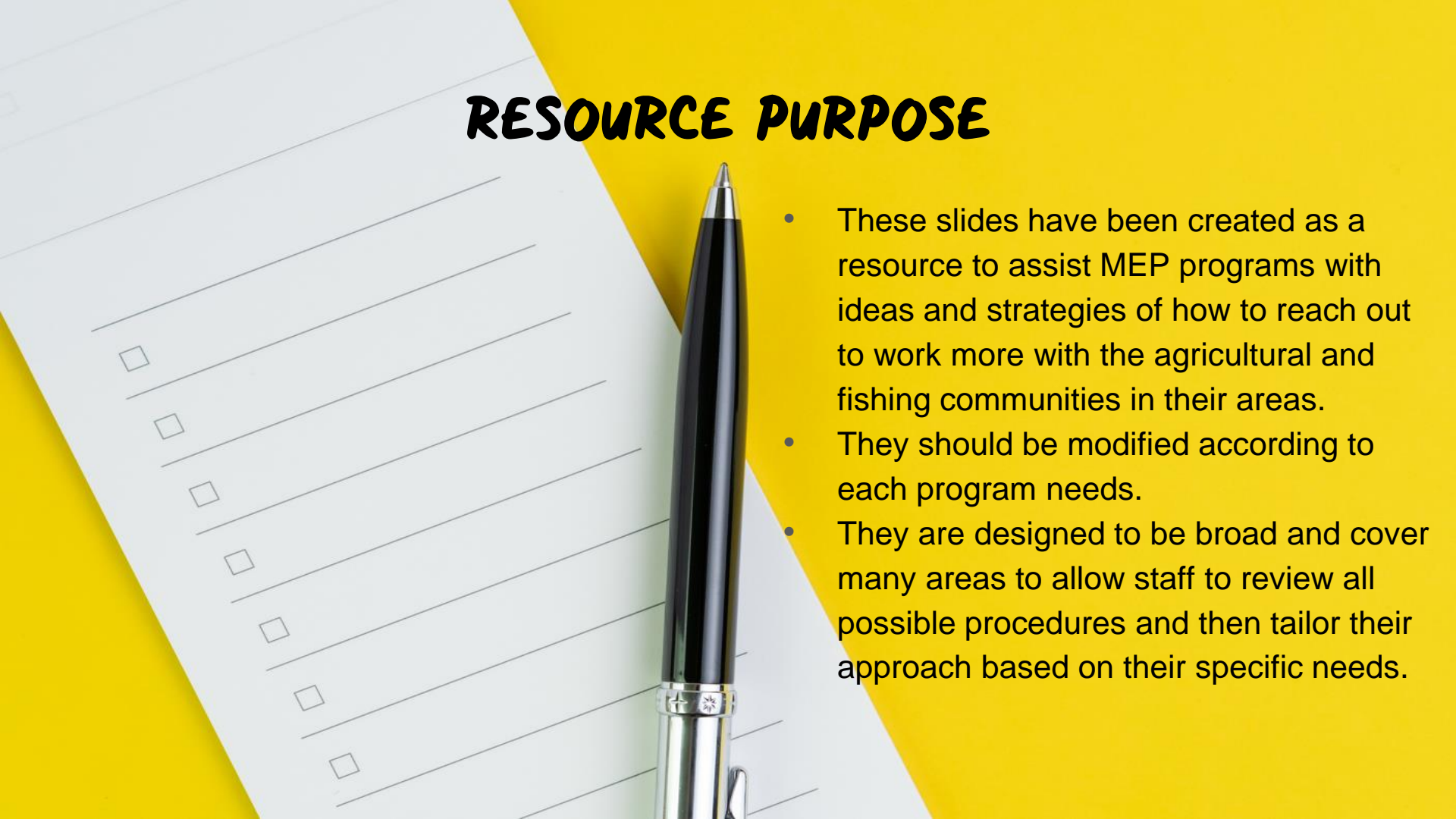




*STEPS TO
DEVELOP A PLAN TO WORK WITH*

Farms, Fisheries, and Agribusinesses

RESOURCE PURPOSE

- 
- A black and silver pen is positioned vertically in the center of the image, resting on a white notepad. The notepad has several horizontal lines and small square checkboxes on the left side. The background is a bright yellow color. The title 'RESOURCE PURPOSE' is written in bold, black, uppercase letters at the top center.
- These slides have been created as a resource to assist MEP programs with ideas and strategies of how to reach out to work more with the agricultural and fishing communities in their areas.
 - They should be modified according to each program needs.
 - They are designed to be broad and cover many areas to allow staff to review all possible procedures and then tailor their approach based on their specific needs.



SUCCESSFUL RECRUITMENT VISIT - WHICH ONE?

Which of these two scenarios is most successful?

WHAT DO YOU THINK?

Juan visits a local Tyson plant. He shows up on site and they ask who he is coming to see. He tells them he is not sure and explains a bit about what he is doing. They tell him to wait a minute and then they eventually suggest he calls back and talks to the Human Resource Manager. They give him her name and he gives them a flier which they promise to post in a hallway that workers pass through.

There are a lot of nuances in working with the agricultural community. These slides will provide suggestions and ideas to help recruitment visits to be as successful as possible.



WHAT DO YOU THINK?



Sometimes using the right contacts and meeting the right people make all the difference!

- Juan talks to a teacher he knows that has a sister that works at the local Tyson plant. This person provides the name of her sister and also calls the sister to tell her about Juan and the MEP program. The sister then gets Juan in contact with the Plant Manager who agrees to meet with Juan.
- Juan sits down and explains the program and the manager agrees to let him come and talk to workers the following week during their lunch break.

BIG PICTURE POINTS TO CONSIDER WHEN PLANNING TO WORK WITH AGRIBUSINESSES

- What will you ask from the farmer, owner, HR manager etc. when you visit.
- How can you introduce yourself and the program?
- What do you have to offer?



BIG PICTURE POINTS TO CONSIDER WHEN PLANNING TO WORK WITH AGRIBUSINESSES

- How does the MEP program benefit those you will be reaching out to?
- What are some key ways you can suggest as ideas of how to work Human Resources and or Plant Managers?
- What are some key terms and impacts affecting the industry?



YOU NEED THEM MORE THAN THEY NEED YOU

- How can you effectively market to these different groups?
- What tools and resources are available to help you confidently reach out and network with these agencies?
- What tools do you need to help sell the program?
- What successes can you build upon for your next visit to these groups?



A close-up photograph of a person's hands writing on an orange sticky note with a black pen. The sticky note has the words 'PEOPLE', 'RESOURCE', and 'ESTIMATE' written on it. Other sticky notes in various colors (blue, yellow, orange) are scattered on a white table. In the background, another person's hand is visible, and a pair of glasses lies on the table. The scene is brightly lit, suggesting a window in the background.

PRE-PLANNING ACTIVITIES

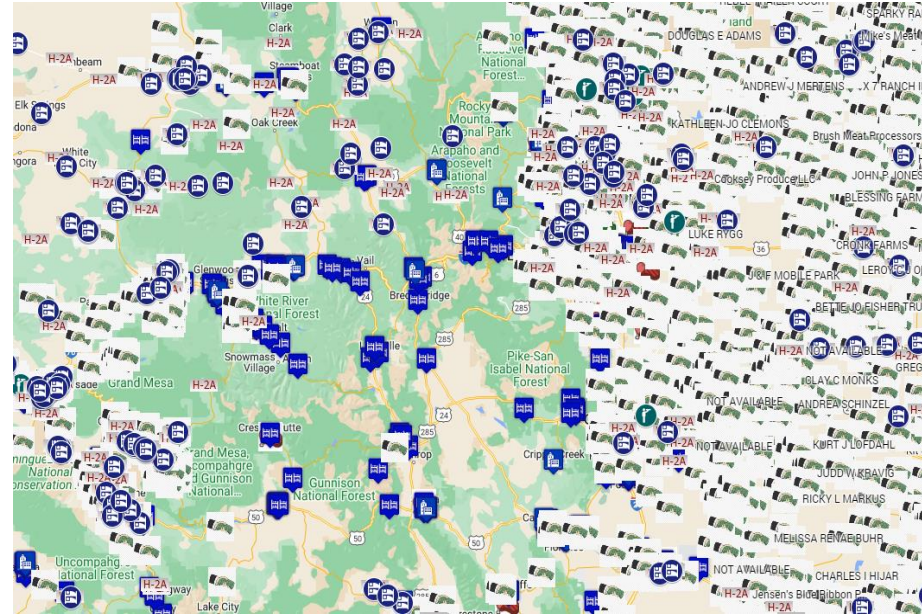
PRE-VISIT PLANNING- DO YOUR RESEARCH

Determine what locations and businesses are in your area that need to be contacted.

Determine who will be reaching out to what areas or businesses.

Use resources from the [IDRC Ag Portal](#) to find farms, processors, labor contractors, H2a farms, etc.

Use the [Google Map provided on your Ag portal page](#) or create your own to find where these locations are listed in your area.



ORGANIZING BETWEEN STAFF

- Determine who will be reaching out to what areas or businesses.
- It can be helpful for businesses to see one face and not multiple different people coming to recruit during the year. This helps them develop rapport and a comfort level with this person.
- Be mindful of this as you develop your plan for reaching out to different businesses.






PRE-VISIT PLANNING- DO YOUR RESEARCH

Do some research on the business website or information you find on-line to determine the size, products they produce, find key contacts, etc. Helpful websites are: [Dunn and Bradstreet Business Directory](#) or [Manta.com](#)

Use Social Media to learn more about the business you want to visit.

Featured Company Listings

	Harmony Patch Farm 204 Honey Creek Loop Road Allardt, TN (931) 879-1839	✓ Categorized under Farms
	Three Sons Dairy Farm 3848 Rugby Pike Allardt, TN (931) 879-4546	✓ Categorized under Dairies
	Gernt Brothers Farms 1855 Michigan Avenue Allardt, TN (931) 879-5046	✓ Categorized under Farms

PRE PLANNING- SOCIAL MEDIA

Many farms and agribusinesses use social media to promote their products. Use this to your advantage to learn more about the business.

For example- Look to find out what their social media shows that helps you know what they care about? This is a good strategy to check to see if small farms exist also.



PRE-VISIT- DO YOUR RESEARCH



- Create a folder with the most important agribusinesses' information available:
 - Category (commodity) Name; address; owner/manager name; phone number; email address; average of employment; COE's generated in the past 36 months; research in the news particular information to use as icebreaker (family owned; veteran owned; google histories, newspapers, community connections; etc.)
 - Does the farm hire through Indeed or any other source?
 - Does the company use third party staffing agency (employer time frame statement on temp-workers)
 - Before meeting study the information and update if necessary.
 - Learn the basics about the agribusinesses commodity to demonstrate basic knowledge during the interview.

PRE-PLANNING- DO YOU KNOW ANYONE?



Do you have any contacts in the community that might already know those you would like to reach out to? Often this can be helpful to open doors.

Are there community groups already working with agribusinesses in your area that you could get to know or participate in?

WHO DO THEY ALREADY TRUST?

- Where would agribusiness contacts go in the community? Who are their partners? Can you partner with them?
- Do you already work with another agency that you can let the new organization be aware of you in case they want to reach out to see if you are legit?



POSSIBLE PARTNER AGENCIES TO REACH OUT TO

- Local agriculture related businesses often work with different agencies that are not all related to agriculture. Be mindful of these and reach out to explain what the MEP program does.
- Some of these might be community service organizations, school districts, churches, civic groups, etc.



PRE-VISIT- GO WHERE THEY ARE

- Is there anyway to get an in with the agribusiness association the business is already a part of?
- It might be helpful to establish partnerships with these agricultural associations who then can help disseminate information to their members.
- This will also need a strategic plan to begin to develop these partnerships.



HOW TO FIND ASSOCIATIONS

- Remember Google is your friend! Look for the different groups by searching for the name of the agriculture commodity and then then adding association.
- Search: Corn Association of Indiana, Sweet Potato Association of Nebraska.
- If anything like this exists, you will be able to find it. Make a list of these organizations and their contact information and then reach out to them.
- The state Department of Agriculture is a great place to start to find out about different agriculture associations in the state.



PRE-VISIT- GO WHERE THEY ARE

- Are there any community meetings offered by [Agriculture Extension](#) or the Department of Agriculture that are open to the public that you can attend?
- Find out if these meetings exist in your area and if you could ever present info about MEP during a meeting.
- Go to their local website and find out when their upcoming events are.

Find Extension Offices Across the United States

Extension services are available across the country to help strengthen farms and families by connecting the public with non-biased research based recommendations.

- [Alabama](#)
- [Alaska](#)
- [Arizona](#)
- [Arkansas](#)
- [California](#)
- [Colorado](#)
- [Connecticut](#)
- [Delaware](#)
- [Florida](#)
- [Georgia](#)
- [Hawaii](#)
- [Idaho](#)
- [Illinois](#)
- [Indiana-Purdue](#)
- [Iowa](#)
- [Kansas](#)
- [Kentucky](#)
- [Louisiana](#)
- [Maine](#)
- [Maryland](#)
- [Massachusetts](#)
- [Michigan](#)
- [Minnesota](#)
- [Mississippi](#)
- [Missouri](#)
- [Montana](#)
- [Nebraska](#)
- [Nevada](#)
- [New Hampshire](#)
- [New Jersey-Rutgers](#)
- [New Mexico](#)
- [New York - Cornell](#)
- [North Carolina](#)
- [North Dakota](#)
- [Ohio](#)
- [Oklahoma](#)
- [Oregon](#)
- [Pennsylvania](#)
- [Rhode Island](#)
- [South Carolina - Clemson](#)
- [South Dakota](#)
- [Tennessee](#)
- [Texas](#)
- [Utah](#)
- [Vermont](#)
- [Virginia](#)
- [Washington](#)
- [West Virginia](#)
- [Wisconsin](#)
- [Wyoming](#)

PRE-VISIT PLANNING- TO CALL OR NOT TO CALL...

Determine how you want to reach out to the farm, fishery, or agribusiness.

Decide if it would be better **from their perspective** if you make a call, send an email, or make an in-person visit.

Activity	Pro	Con
Calling a farmer	You might catch him at a good time and he might be interested in your message.	He most likely will not have a lot of time and it will be hard to establish trust without him seeing you in person.
Calling a Human Resource Director	This is common practice for HR managers to do a lot of work on the phone. If you can get the chance to talk to the right person.	You might not know the right person you should reach out to. You might leave a message and they never call you back.
Emailing a farmer or a Human Resource Director	This is an easy way to get your information into their hands. It can also be an easy thing to refer to when you make a call. I was just calling to follow up on an email I sent last week...	They might never open your email or respond.

Add in about always following up either way-

PRE-VISIT PLANNING

Determine how will you market the program to the various agriculture companies.

What does your MEP program offer that would be helpful from this employers' perspective that would motivate them to want to offer you the chance to talk to their workers?

What are some of their needs that MEP might have resources for?



PRE-VISIT PLANNING

- ✓ What resources should you have on hand when visiting these locations?
- ✓ Determine what resources you will provide to eligible workers at the time you visit with them? Are those resources helpful to that population?



PRE-VISIT- WHAT IS YOUR GOAL WHEN YOU REACH OUT?

- **The goal is always to talk with workers.**
- What are you going to ask them when you get a chance to talk with someone?
- The ask should always be to find a way to talk with the workers. This can be before a shift, during a break, during lunch, after a shift, etc. Also another effective ask is if new employees could fill out a simple survey that you could use to find out if they are new and possibly eligible. Or attend new worker orientation.
- Make sure to have a clear goal in mind.



PRE-VISIT PLANNING- WHAT IS YOUR GOAL WHEN YOU REACH OUT?



- What if they say no to your ask?
- What is the next best thing?
- Think of the possibilities. For example- Could you put up fliers in the lunch room or bathroom, leave fliers to be added to their checks, share information about how they can provide referrals, etc.
- Ask for a chance to talk to a supervisor that would know if any workers were new.
- If they are H2a- ask for a chance to visit the housing after work hours.

PRE VISIT PLANNING- FIND YOUR APPROACH



- Select the right ID&R introduction based on what the company might benefit based on the information you have gathered (sharing about community engagement, educating their workforce; employment retention)
- Select and be ready with the best method of recruitment in case of the opportunity to interview employees is offered right after the meeting.
- Select and memorize a list of services available in the area that are also beneficial to the specific agribusiness based on their needs (English classes; hygiene classes; heat stress prevention; financial education; pesticide control; OSHA certifications for youth workers; after school tutoring for farmworkers siblings; etc.)
- Remember the goal of establishing a long-term partnership with the agency.

REMEMBER FIRST IMPRESSIONS

Be ready to meet
them anywhere at
anytime.



Make a
good first
impression



WHAT TO ASK FOR



TIERS OF ASKS TO THE FARMER OR AGRIBUSINESS

- **Level 1**

- Ask if it would be possible to talk with workers before or after a shift, during a break or lunch.

- **Level 2**

- Ask if new employees could fill out a simple questionnaire that could be picked up and followed up with if they might be eligible. Or if it would be possible to attend orientation trainings.

- **Level 3**

- Find out if it will be possible leave fliers in the bathroom, porta potty, or in a break room.

- **Level 4**

- See if they would be willing to take information about the program to review and if you can call in a week or two to see if you can visit later.

- **Level 5**

- Chance to talk with a supervisor who knows the workers who could follow up later with information of interested workers.

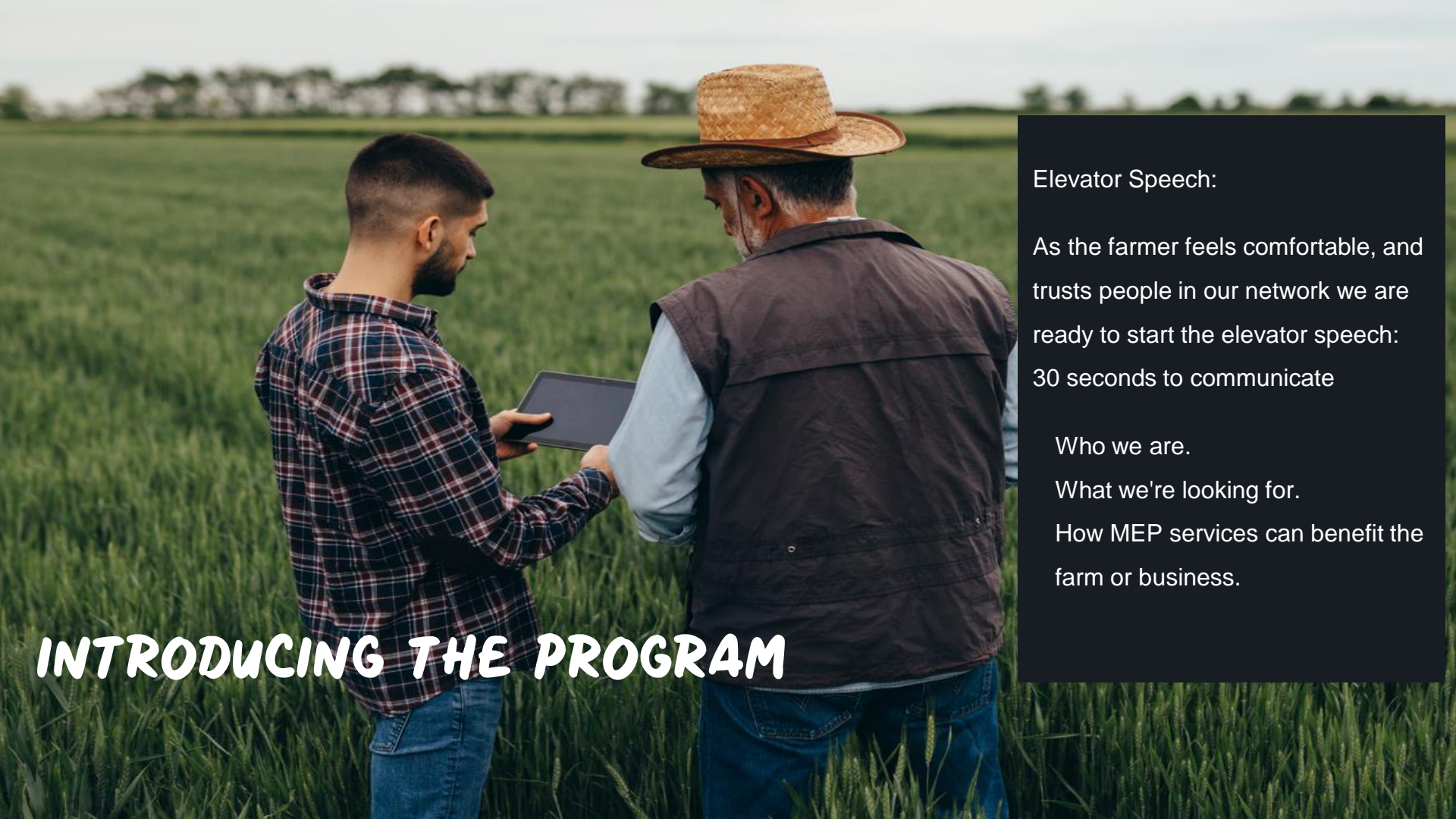
- **Level 6:**

- Have your new contact help you meet some of their contacts by asking who else they might know that would benefit from access to the program.

Make sure to leave with one or more of these options. Level 1 is ideal!

IDEAS OF HOW TO INTRODUCE THE PROGRAM





INTRODUCING THE PROGRAM

Elevator Speech:

As the farmer feels comfortable, and trusts people in our network we are ready to start the elevator speech: 30 seconds to communicate

Who we are.

What we're looking for.

How MEP services can benefit the farm or business.

Sample Icebreaker: How we ended up contacting the farm?

Small farms and ag-businesses are more open to discuss Title I Part C if in the first minute we show a connection with their “community’s referral chain” (show you are part of the community or at least you have strong connections there) : “XX growers association mentioned yours and other farms on our last meeting...” “XXX is the teacher of some of our students, and she told me her husband is hauling some products from these farm...” “I was talking with XXX from the local Extension Office and your farm came into the conversation...” “the XXXX elementary school let me know that...”

INTRODUCING THE PROGRAM



INTRODUCING THE PROGRAM

- **Know your audience.**
- **Keep the introduction accordingly to your audience.**
- **Have one introduction for Farmers and one for Agribusinesses.**
- **Keep your introduction simple.**
- Sample Example- “ I work with an educational program that helps the children of mobile farmworkers. They often move and the children can fall behind in school. We have a program that helps children overcome their gaps in education and helps bring resources to the community. Since you work with a population that works in agriculture, I would love to talk with them about the free resources we provide.”

BE PREPARED TO MODIFY YOUR SCRIPT



- Have a basic script prepared, but also be ready to catch the farm owner's interest with small talk or with asking a question about the business.
- Becoming knowledgeable about the industries in your area will make it easier to break the ice with farmers by discussing the state of the agricultural industry that they are involved in.

ADDITIONAL IDEAS TO USE WHEN INTRODUCING THE PROGRAM

Title I-Part C, MEP or Educational Resource or Program through the Dept of Education

- Our program provides further educational support to students whose families are new to the area and have worked in seasonal/temporary ag work.

*Be ready to explain if the farmer asks (“Who is paying for these services, who are you funded by?” If they don’t ask it may help to keep the words “government” and “federal funding” out of that very initial conversation. Also try to introduce the program without using the word “migrant.” Any words that may be politicized could shut down that first conversation before you have a chance to build the relationship.

Share the Collaboration Benefits

- Working directly with the Farmer/Company/Staffing Agency is more efficient for the program and beneficial their workers

Remember don't waste their time.

At this moment of the relationship, we need Ag-Business more than Ag-Business needs us, behave that way.

Dress and act appropriately.

Don't violate parking rules or OSHA signs, use cell phone etiquette, manage your body language, etc.

If you have an appointment, be on time and leave on time.



IDEAS OF HOW THE PROGRAM CAN BENEFIT THE EMPLOYER



BENEFITS TO EMPLOYERS



- **Connecting the worker and their families to resources in their community**
- By having these connections the employee is more likely to be more focused on the jobsite knowing they have their needs met
- **Offering job training opportunities and referrals**
- We can support employees with connecting with agencies if they need to get certification or credentials their employer is unable to provide
- **Providing English classes to employees to help them better communicate at work.**

BENEFITS TO EMPLOYERS



- **Providing life skills training to employees that can help them navigate their community.**
- **Providing links to safety or job training resources** to students who may be working or to parents, or actually using these resources when delivering instruction to OSY
- **Helping employees who are parents** get their kids enrolled into school, after school, Head Start, or other childcare programs



WHEN ON THE FARM OR LOCATION



BRING HELPFUL MATERIALS

Bring materials to share or links to useful resources—training resources for employees, language resources, bilingual farm signs, etc.

Make sure you have materials that would appeal to workers and seem beneficial to supervisors or farm owners.

Make sure to have tools to fill out the COE on-site.

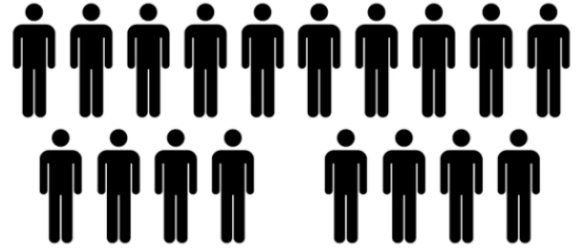


ON-SITE ACTIVITIES

- Be respectful to workers time. Ask questions efficiently to determine eligibility.
- Use strategies that can help when talking to large groups of workers as needed.
- Be prepared to talk with small groups of workers or large groups.



TALKING WITH LARGE GROUPS



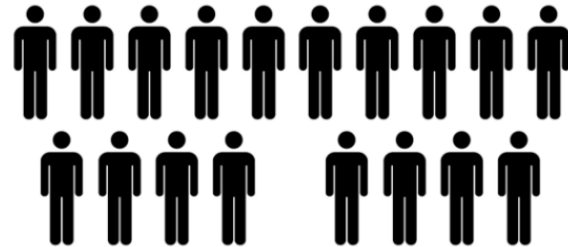
- Find out who is in charge and explain what you are doing to help get their support.
- Explain large group ideas to the whole group. After providing a general introduction of what you are doing it can be helpful to do the following: For example-
- I am here to find workers who have been here less than three years. Raise your hand if you are new.
- We are also looking for those who are new who have children or are under the age of 22. Raise your hand if you have children or are under 22.
- Be aware that not all workers will respond but some will and pay attention to those so you can talk quickly and engage with those workers as soon as possible.

TALKING WITH LARGE GROUPS

When you are finding out who is new continue to ask the full group to help you know if they know of anyone else who is new to the area and explain what you are doing and why you need that information.

“We are looking for new families to the area since kids often have a hard time in school when they move. We have resources to help but we need to find these families. We need your help to do this.”

Usually they will help you know who to talk with.



IF IT IS NOT POSSIBLE TO FILL OUT THE COE

- If the group is too large and they all don't have time to talk with you have a way to get them to provide you their contact information so you can follow up later.
- This is as simple as a sign-up sheet that can be passed around that they can provide their name and contact information.



WORKING WITH HUMAN RESOURCES AND OR PLANT MANAGERS



WORKING WITH PLANT AND HUMAN RESOURCE MANAGERS



- For Agribusiness it can be helpful to get in contact with HR or whoever is doing the hiring process for the company and set up a time to visit in person. Bring a brochure and if your state has a infographic of current students throughout the state to show them about the kids/students who are qualify for the program and currently receiving services.
- Plant managers or Human Resource Directors can both be key contacts to get permission to talk to workers. Often they will refer you to one or other of these two positions.
- A key strategy can be to email each of them separately and see if they suggest you contact the other person. Then you can reach out to that person and say “The Plant Manager suggested I contact you.”

WORKING WITH PLANT AND HUMAN RESOURCE MANAGERS

Once you get a chance to meet with them explain the program and ask if it would be possible to talk to workers during a break.

Another strategy would be to get permission start attending their orientation for new workers in order to be able to talk with those workers.



WORKING WITH PLANT AND HUMAN RESOURCE MANAGERS

Once permission is given make sure you keep your promise to attend them. That means it could be twice a week, once a week or biweekly visits. It shows you are consistent and serious about the families and the employee's time.



UNDERSTANDING KEY TERMS AND IMPACTS AFFECTING THE INDUSTRY.

News +++ Information +++ News +++ Information +++ News +++ Information +++ News

The latest Food Trends

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UNDERSTANDING THE INDUSTRY

- Google can be a very helpful tool to do basic searches to learn more about the business, the industry as a whole, and how it works in your state.
- Review the [Ag Industry Profiles in IDRC](#) to learn more about various industries.

The Google logo is displayed in its characteristic multi-colored font, with each letter in a different color: G (blue), o (red), o (yellow), g (blue), l (green), e (red).

UNDERSTANDING THE INDUSTRY

- Ask the locals or the school districts to see if they know of who's the biggest employers in the area related to agriculture. Learn what they know about the business or industry.
- Asking families who are already working at the farms or agribusinesses about how many workers work at the location, who is the name of the supervisors, and suggestions on the best possible follow up with that particular farm/place.
- Start visiting the smaller places first if you are nervous. Once you have a good system of presenting/communicating to them, then start tackling the bigger employer's.

IDEAS OF TOOLS TO USE FOR MARKETING



MARKETING TO FARMS

IDRC has two videos that can be sent with introduction emails to request the chance to talk with workers.

New Sharable Videos for Growers and Agribusinesses



MARKETING TO FARMS

IDRC also has sample brochures that include the Referral tool that can be helpful samples of materials that can be used to help market to farms.

It is helpful to ensure that all brochures and marketing tools are tailored to the perspective of the employer or supervisor.



What are they eligible for?

We have programs for children ages (3 to 21) that have recently moved (within the last 3 years) and have gaps in their education due to work in agriculture. These are through the Migrant Education Program and they are completely free.

These can include but are not limited to educational resources such as tutoring, assistance with high school equivalency programs, language classes, parental engagement programs, health screenings, and more.

You can help improve the future of these children.



Who is eligible?

Youth and children under the age of 21 who have moved in the past 3 years to work in agriculture or to accompany a parent or guardian that has worked in agriculture.



You might have a worker who is eligible...

BOOSTING RECRUITERS CONFIDENCE IN WORKING WITH THIS INDUSTRY

- Tackle the small farmers/Agribusiness first, then reach out to bigger farms/Agribusiness.
- Go with another recruiter to help each other out when visiting. Preferably an experienced staff. Watch how they introduce themselves and the program. Then have the other recruiter take over.
- Farmers / HR hiring staffs are humans to, so don't be afraid to make mistakes.





**REMEMBER GOOD BUSINESS
SENSE**



ALWAYS ANSWER PROMPTLY

- Once you do all of this work to develop a partnership with farms, agribusinesses or fisheries follow up promptly to any correspondence or follow up needed.
- Don't expect them to just reach out in the future. Be proactive and request specific activities and follow ups for the future.
- Don't take 3-5 days to answer an email. Try to answer it within 24 hours.



DOCUMENT THE RESULTS OF WHAT HAPPENS

- What are the next steps?
- When will you need to follow up?
- Are any updates needed for maps, reports, forms, etc?
- Who does this information need to be shared with?
- Remember to always keep good notes!

THE NEXT STEP: CREATING AN AGRICULTURE COALITION

- Once Migrant Programs develop partnerships with local agriculture entities it can be helpful to form a coalition or group of these partners that meets periodically during the year to discuss employer/worker needs.

