

## Poster Abstract

### Marketing challenges and opportunities for Central Valley Southeast Asian refugee growers

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Many Southeast Asian refugee farmers in the Central Valley continue to struggle with linguistic and cultural obstacles in achieving viable agricultural livelihoods. Mien and Hmong farmers grow unique varieties of Southeast Asian vegetables and strawberries. We interviewed growers and farmers' market managers throughout Sacramento County to learn the barriers and opportunities of marketing at local farmers' markets. Other direct market opportunities were investigated, such as local schools, hospitals, restaurants, wholesalers, and the Grower's Collaborative. Research findings and logistical support were provided to over 100 Southeast Asian growers at two workshops. Directions, addresses, hours and season of operation, and market manager information are included. See link at <http://cesacramento.ucdavis.edu>. As a result of this project, two growers began selling at Soil Born Farms' certified farmers market and WIC farm stand, two growers began selling to Galt Flea Market, and two growers were linked with Monterey Market in Berkeley. The researchers also helped the Sacramento Farm Bureau locate strawberry growers on a Sacramento County map that was distributed at the county fair.

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