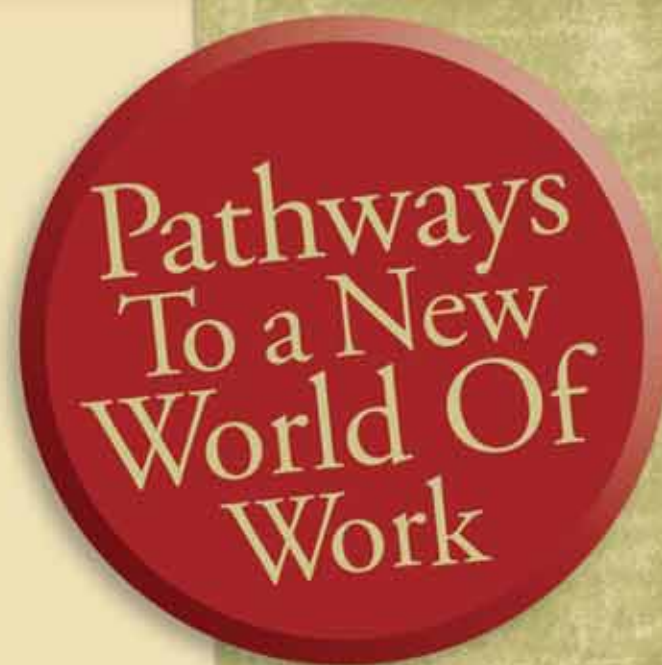
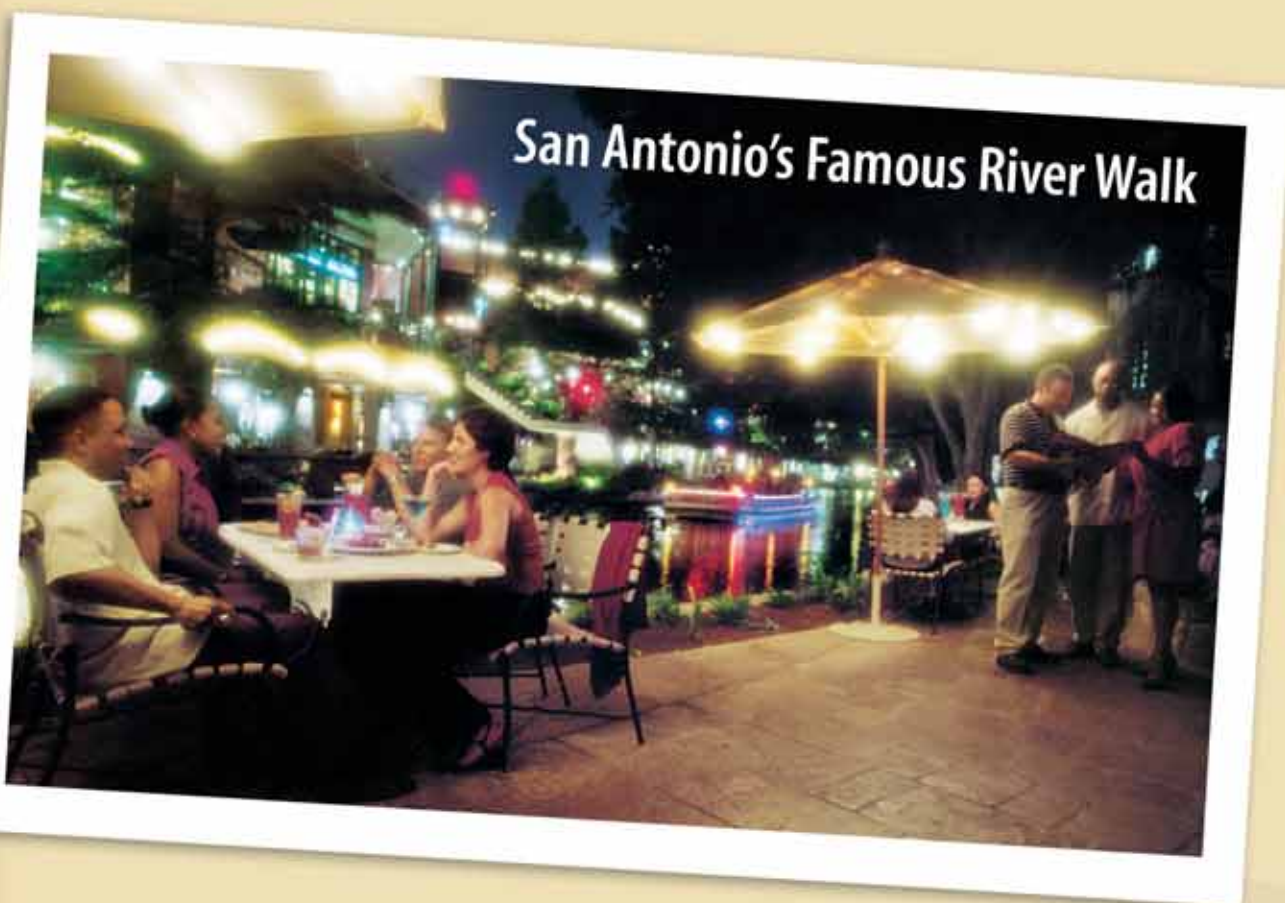


# 2010 MAFO National Farmworker Conference

Rural America has faced its share of challenges during the current economic downturn. Join partners from local communities, state and federal agencies, as well as farm workers and rural Latinos as we address issues of revitalizing and strengthening rural America. Experts from around the nation will share strategies and best practices on working together for community action to address workforce development, Hispanic agriculture and rural entrepreneurship.



21st NATIONAL  
FARMWORKER CONFERENCE  
MARCH 21-24, 2010



HYATT REGENCY ON THE RIVERWALK  
SAN ANTONIO, TEXAS

## Workshop Tracks at a Glance

Workforce Solutions

Education: Issues and Opportunities

Rural Entrepreneurship and Hispanic Farmers  
and Ranchers

Farmworker and Rural Issues

Department of Labor-Monitor Advocate Professional  
Development Forum Workforce Solutions

Take advantage of the  
early bird registration  
fee and register now!

Early bird registration by  
February 28, 2010: \$280

By March 19, 2010: \$330

On site/Late: \$355

Go to [www.mafofarmworker.com](http://www.mafofarmworker.com) for complete listing of workshop titles and descriptions.

### WHO SHOULD ATTEND

- Workforce development boards, agencies, staff
- Hispanics from rural and non-rural areas
- Agricultural workers and Latino farmers and ranchers
- Nonprofit and farmworker serving agencies
- Healthcare service agencies
- Rural asset builders, community development agencies
- Business development agencies, foundation representatives
- Anyone impacted by or who impacts rural Latinos

### CONFERENCE FEATURES

- Unique networking opportunities
- Informative workshops with federal, state, community experts
- Creative solutions for workforce development in rural communities
- "Green" sector strategy development and implementation
- Human rights plenary session

Keynote Speaker: Arturo Rodriguez,  
President United Farmworkers of America

**BUILDING  
STRONGER RURAL  
COMMUNITIES**



**MAFO**

Make hotel registration by March 12  
to receive MAFO conference rates.

**Hyatt Regency San Antonio on the Riverwalk**

Please go to [www.mafofarmworker.com](http://www.mafofarmworker.com)  
for registration details.

MAFO is a national partnership of farmworker and rural organizations.  
[www.mafofarmworker.com](http://www.mafofarmworker.com)



## Great Reasons to Attend the National Farmworker Conference

### 1. Networking Opportunities

An invaluable opportunity for you to network with those who are engaged in similar work; meet other professionals working with human and civil rights issues impacting Rural Hispanics; conference will include several breaks, dinner, cultural entertainment and ample visiting opportunities.

### 2. A Variety of Subject Track

Workshops are categorized by subject matters to help you organize participation, training and learning: Workforce Solutions, Community Asset Building, Health/Social Services, Lifelong Learning, Welcoming Communities and Latino Farmers and Ranchers. There will be thirty-six workshops specific to pertinent issues facing our rural communities.

### 3. Learn From the Experts

Our presenters are professionals from federal and local government agencies, respected organizations, local human rights organizations, non-profit organizations and national leaders— all these make for a group of outstanding presenters who are in tune to international, national and local human rights issues as well as other important issues to address the vitality of our communities. Hear from them on issues that impact and reshape our communities.

### 4. Keep Current

A national committee of experts designed the workshops to keep you in touch with new changes in the subject areas being presented; keep up to date with the issues that matter and impact our communities; learn new innovative approaches and solutions to problems; understand new strategies and campaigns for civic engagement and community asset building that will shape our community.

### 5. Become a Better Practitioner

Learn best practices from seasoned professionals and how you can apply these methods and approaches in your work and your community. You will leave this conference with a fresh perspective on national strategies for human rights and methods for issues that affect your work and community.

### 6. Experience Multi-cultural Workshops

As the face of America changes, the demand for knowledge, changes in our environment, insight into our community's diverse groups and how we do business is impacted. We have designed workshops that will provide you an

opportunity to learn how to improve and develop access outreach and provide improved customer satisfaction.

### **Population Impacted – *Rural Latinos, i.e. farmworkers, immigrants, and businesses***

- Farmworkers: 3,000,000 (bi-lingual in English and Spanish or other languages) farm workers that harvest the agriculture products of America.
- Between 2000 and 2006, the total population in small towns and rural areas increased by 3 percent, but the Hispanic population in these counties grew from 2.6 million to 3.2 million, a 22 percent increase. Since 1990, the Hispanic population in small towns and rural areas has more than doubled.
- The promise of work in the railroad construction, agricultural fields and food processing companies has lured migrants to every state. Company recruiters from Green Giant, Chiquita, Seneca, Tyson Foods and others go to Texas and California to recruit labor. The companies are responsible for farm workers that continue to migrate every summer to the northern states, such as Michigan, Minnesota, Ohio, Illinois, etc. Today, almost ¾ of the people working in farms are Hispanic migrants. There are many companies that have a labor force that are composed mainly of Hispanic individuals.
- According to the most recent census, the Hispanic population has doubled in the last decade. In the rural areas of each state, migrant farmworker now make up about 1/3 of the Hispanic population of individual states. Latino farmworkers are working in farm work, food processing and are now creating new businesses.
- Rural Cities and towns must now accept this community into their own. Churches are now using Spanish in their services. Small rural towns have installed both English and Spanish traffic signs for motorists. These are times of growth, change and presence for our community.
- Historically Latinos, for the most part, have lived in the rural areas of America, although great importance has been placed in their existence in larger cities. They have worked as farmworkers and followed the harvest season of American farms. Unlike the often cited statistics about the out migration and declining populations in rural areas, the 2000 Census shows that Latinos account for 25 percent of all non-metro population growth. The southern and Midwestern states can account for the most growth in rural areas.
- Much of the strength of rural American has traditionally come from the broad distribution of ownership – small farms, small retail stores on Main Street, home ownership, small manufacturing plants, and cooperatively owned enterprises. As is evident, Latino businesses are currently thriving and providing, although, a minor impact in the business sector in rural America. Their approach is reflective of Latino style business approach or model. Most businesses start small and begin to expand after establishing themselves firmly. Most of the Latino business growth has been realized in the past 10-15 years. Imagine the impact of the Latino businesses, in time, inclusive of more resources or capital to market products, provision of training, and support from appropriate business groups

responsible for business and economic development. The number of Hispanic farm operators has more than doubled in the past decade, according to the United States Department of Agriculture. Every state has registered an increase. How can we capitalize on this element or opportunity?

- The conference celebrates our culture, contributions, asset of Latino businesses, depicts the challenges and opportunities for us as rural Hispanics to capitalize on identified assets along with providing a national forum for partnerships and identifying a plan of action for healthy community and family.
- MAFO intends to promote the coalescing of rural Latinos, i.e. farmworkers, immigrant, rural Latino businesses and Latino farm operators and develop a venue for increased training opportunities, provide services and meet the needs of rural Latinos.