

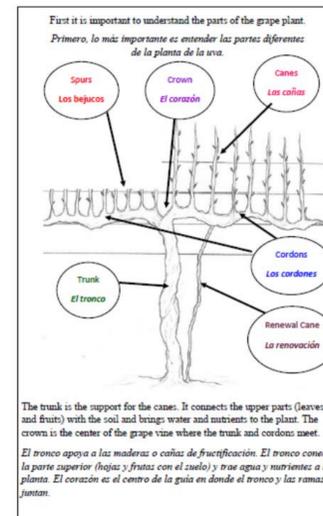
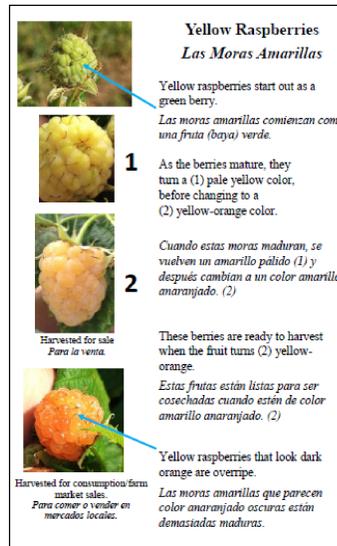
## Developing Tools to Improve Communication Between Farmers and Farmworkers Around Fruit Farm Practices

### Project Summary

- Hudson Valley fruit industry heavily reliant on migrant labor.
- Workforce is mostly of Latin American origin and speaks little or no English.
- Farmers speak little or no Spanish and find themselves unable to effectively communicate with their workforce.
- Jim O'Connell of Cornell Cooperative Extension of Ulster County and the Cornell Farmworker Program developed and tested tools to improve communication.
- Step-by-step field guides and videos of key tasks in Spanish and English.
- The field guides were mostly picture-based due to concerns of low literacy level of some farmworkers.
- The focus of this grant was to develop training tools.
- Economic benefits were not examined (possible future grant).

### Project Objectives

- Jim O'Connell collaborated with farmers and industry personnel.
- Identified key production practices of berries and grapes that are a frequent source of miscommunication between farmers and farmworkers.
- List of practices narrowed to 8 key practices based on feedback.
- Dormant raspberry pruning (floricane and primocane), fall pruning primocane raspberry, bramble harvest, grape pruning (spur and cane pruning), pruner sterilization (preventing spread of crown gall), spotted wing Drosophila monitoring (including making a trap).
- Additional practice of scouting for grape berry moth made into a video.



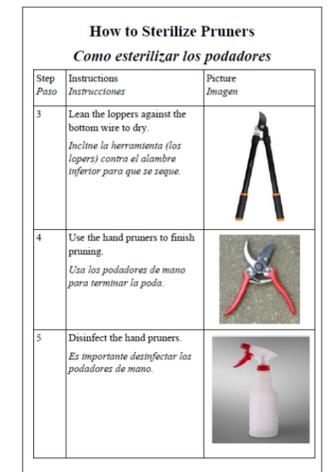
Sample pages from the field guides

### Materials and Methods

- Developed a list of production practices.
- Emphasis placed on:
  1. Grower importance
  2. Errors that are costly to farm operation and/or detrimental to health and safety of workers.
- Step-by-step narrative created for each practice.
- Created rough drafts of field guides.
- Recorded videos of field production practices
- Field-tested guides and videos.
- Incorporated comments into final drafts.
- Final review and edits before publishing.

### Results and Discussion

- Practices were limited to small fruit and grapes.
- Farmers expressed interest in future guides for tree fruits.
- Scouting for grape berry moth was more easily relayed through video, therefore no guide was created for it.



### Conclusion

- The guides contained both English and Spanish language narratives.
- Helped farmers and farmworkers to better understand the practices.
- Videos of the practices were made to supplement the guides.
- Lake Erie Regional Grape Program created videos of grape pruning and will share them with Jim O'Connell once translated into Spanish.
- Reception of the tools by farmworkers was positive.
- The step-by-step process and visualization of the tasks was most appreciated by farmers and farmworkers.