



**NAPA VALLEY
FARMWORKER
FOUNDATION**

*To support and promote
Napa Valley's vineyard workers
through education
and professional development.*

OUTREACH REPORT

MARCH 31, 2022

CALIFORNIA DEPARTMENT OF
FOOD AND AGRICULTURE
SPECIALTY CROP BLOCK GRANT PROGRAM

Letter from the President



To our specialty crop industry stakeholders,

A 2019 University of California, Davis and California Farm Bureau Federation study found that fifty-six percent of all California agriculture employers did not have enough workers in 2018. Without enough labor, grapes go unharvested, vineyard practices decline, grower viability is threatened, and the economy suffers. With generous funding through the California Department of Food and Agriculture Specialty Crop Block Grant Program, the Napa Valley Farmworker Foundation (FWF) is addressing the urgent need for labor by attracting a new young workforce to winegrape careers through a mentorship program for local high school students; developing the technical skills of Napa's current winegrape workforce through educational workshops; a leadership and management conference; and English literacy courses for socially disadvantaged farmworkers. This multi-pronged approach addresses the impacts of the labor crisis on Napa farms, positively contributing to the viability of Napa's winegrape growers and the competitiveness of California's winegrape specialty crop sector.

We are pursuing these priorities in the midst of a pandemic but 2020/2021 has provided us with an opportunity to reach even more farmworkers with online education in Spanish. In this grant period, of the 706 farmworkers who participated in the professional development programming made possible by this grant, 448 of those were on Zoom. Online learning has made it easier for farmworkers to pursue personal advancement while balancing work and family obligations. We plan to continue online learning alongside in-person learning in the future and believe this will help us expand our reach even more.

Thank you to our stakeholders, our education partners, and Napa Valley growers who are invested in the success of our specialty crop industry and in the people who make it thrive.

Paul Goldberg, President
Napa Valley Farmworker Foundation

Mentorship Program



We executed an 8-week summer mentorship program, introducing 23 local high school students to a variety of careers in the winegrape industry. Students were matched with leaders in the industry who shared their passion for farming and provided valuable work experience. While students worked under the guidance of their mentor, they were supported with a job coach and a variety of soft skill workshops. All 23 students completed the program with 100% of students reporting they would be interested or very interested in pursuing a career in the winegrape industry.

The FWF is committed to offering opportunities equitably to the individuals in our community. Equal proportions of male and female students participated, and 70% identify as Hispanic/Latino. Students who participated included those who are currently learning English.

Highlights of the Soft Skill Training Topics

- Workplace Wellness
- Personal Finance Workshop
- Resume Writing & First Job Skills
- Pruning Shear Safety
- Forklift Training
- History of the Napa Valley Ag Preserve



Mentorship Program



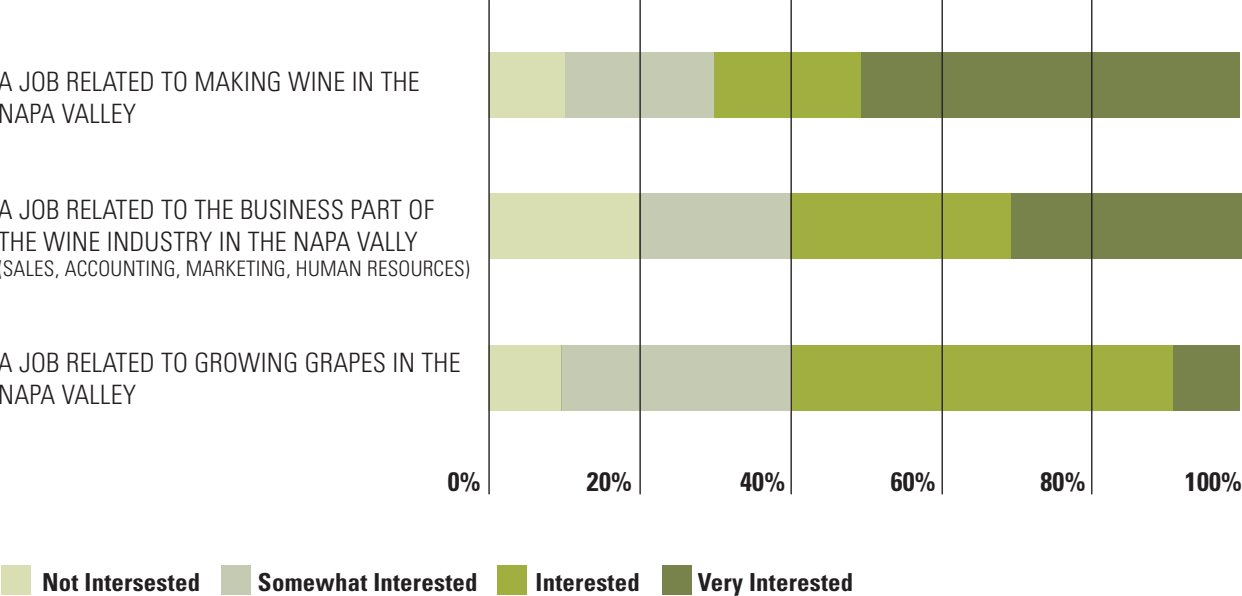
"I liked working outside, especially in the mornings. We did things like collect sugar samples or scouted for pests. Before this summer, I wasn't thinking about a job in this field, but now after working at Hall Wines under viticulturist Sarah Lansing, I am considering working in the wine industry." - Montserrat



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Mentorship Program Outcomes

POST SURVEY INTEREST IN WINEGRAPE INDUSTRY JOBS (n=10)



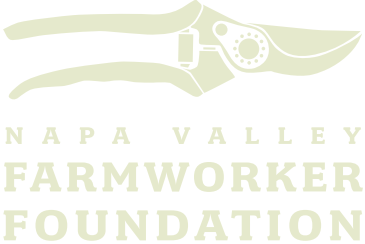
Students were surveyed at the beginning and end of the mentorship program to understand their interest in the winegrape industry and if they continued to or planned to work in the industry.

Interest in the Winegrape Industry

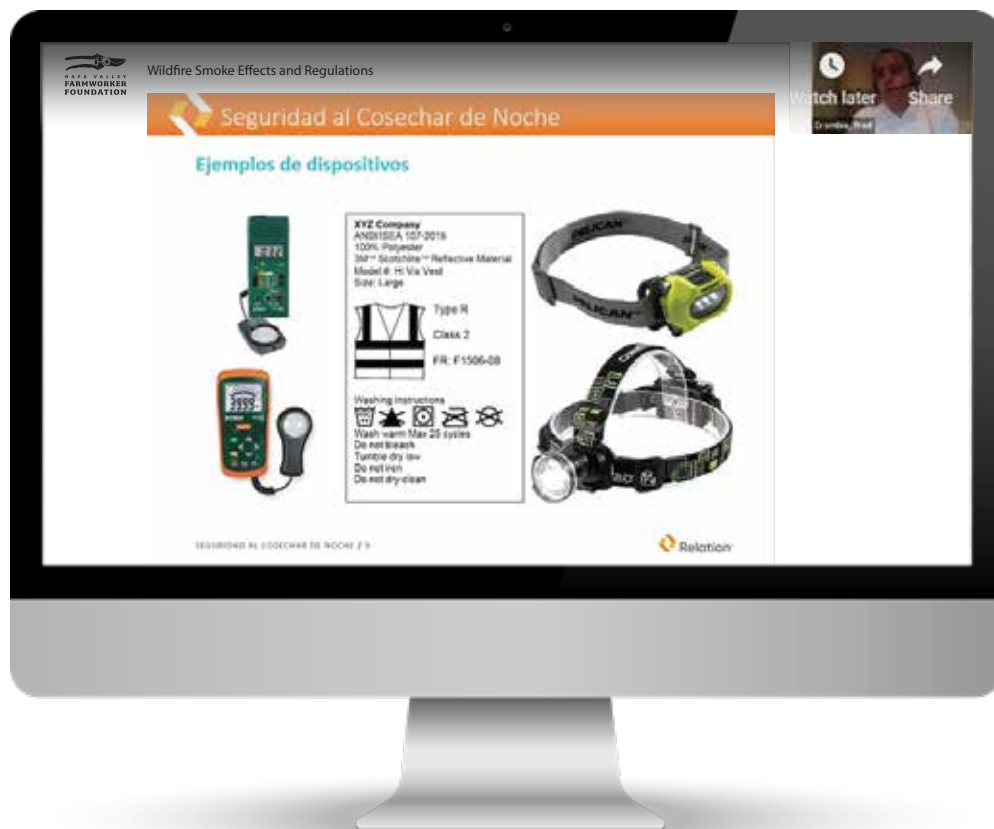
All of the respondents at the end of the program were interested in at least one area of the industry. 70% were interested in more than one area.

Employment or Planned Employment in the Industry

The majority of respondents (70%) were offered the opportunity to continue working or return to the industry with their summer employer. Of the 10 respondents, all planned to continue in school in the fall, and 4 planned to work in the winegrape industry as well.



Educational Workshops

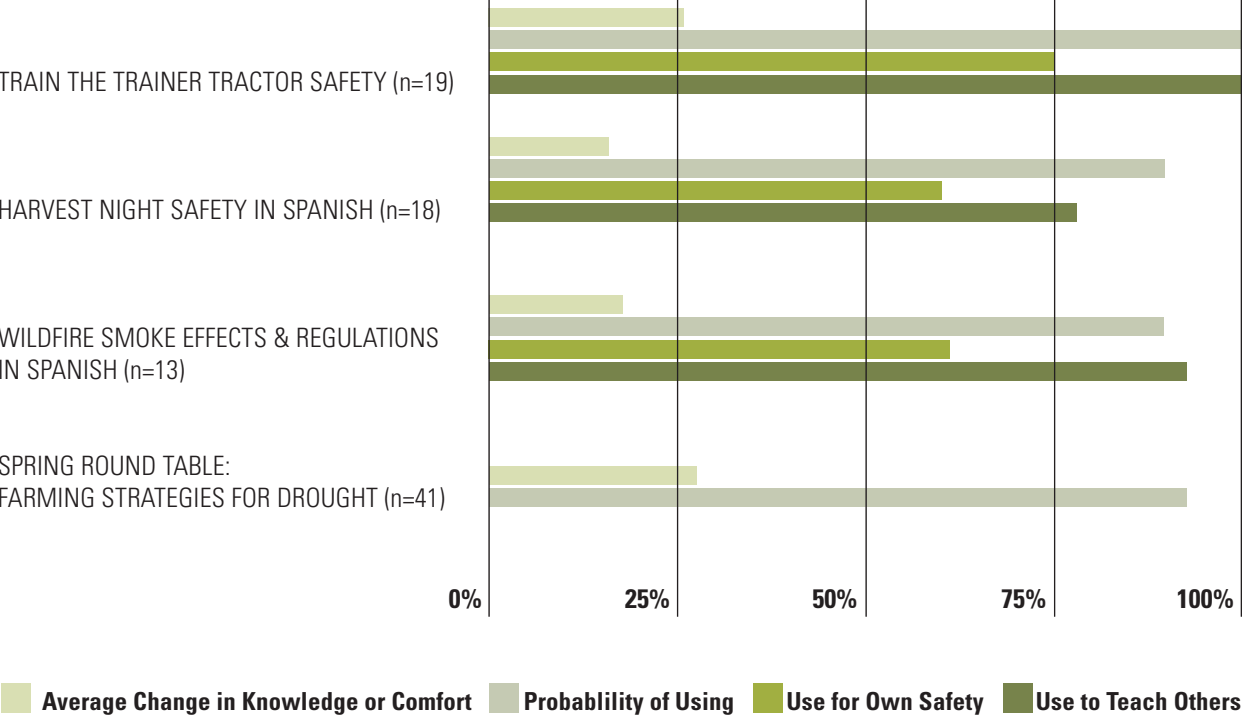


We hosted three webinars in Spanish including Harvest Night Safety (62 participants), Wildfire Smoke Effects & Regulations training (33 participants), and Farming Strategies for Drought (simultaneous translation from English-161 participants) to expand upon the technical skills of our current workforce. In addition, we conducted an in-person Train-the-Trainer workshop on tractor safety (23 participants). The Train-the-Trainer workshop provides communication tools and strategies for teaching adults. Each course is designed to teach participants how to effectively train others at work. The communication training is a valuable skill that can be applied to a wide range of situations; however, these educational workshops have the additional value of being designed to specifically train others on critical safety areas in the vineyard.



Educational Workshop Outcomes

POST SURVEY
PERCENT CHANGE IN KNOWLEDGE/COMFORT, PROBABILITY OF USING SKILLS AT WORK,
AND PLAN TO USE FOR OWN SAFETY AND THE SAFETY OF OTHERS,



The Educational Workshops are intended to improve participants knowledge and/or comfort with viticulture best practices and current production issues. In 2021, surveys were completed by participants after each workshop. On average, attendees reported that they had significant learning gains and 91% indicated that they would incorporate what they learned into their jobs.



Leadership and Management Conference



Although we were very pleased that 70 farmworkers participated in the 2020 Leadership & Management Conference online, we were thrilled to hold an in-person Leadership & Management Conference November 10-12, 2021. This professional development conference included 8 hours of programming for fieldworkers and 15 hours of programming for supervisors.

Attendance was limited for COVID safety, and room capacity of 156 participants was quickly reached within four weeks. We were able to extend our reach with a high-quality livestream production, making it possible for an additional 37 companies to register, representing an estimated 80 additional farmworkers participating.

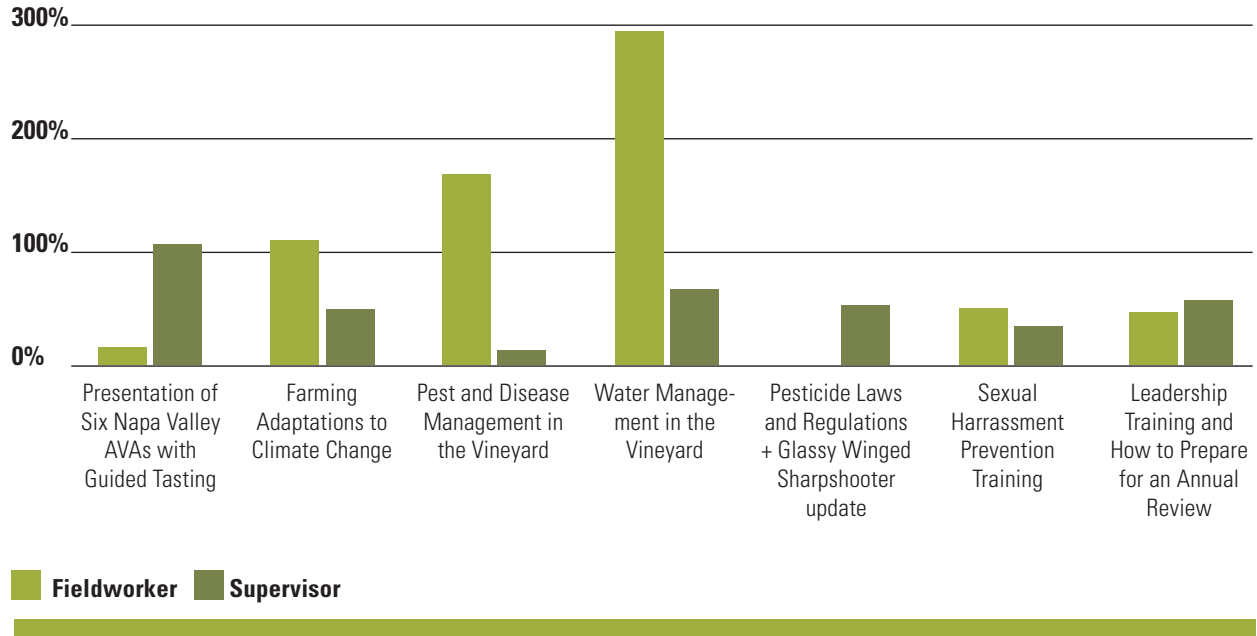
2021 Leadership & Management Conference Presentations

- The Secret to Advancing Your Career
- Preparing for an Annual Review
- Leadership Skills for Farmworkers
- Water Management in the Vineyard
- Managing Pest & Disease in the Vineyard
- Farming Adaptations to Climate Change
- Connecting Vineyard Practices with Wine Quality (AVA presentation)



Leadership and Management Conference Outcomes

AGRICULTURAL BEST PRACTICES
PERCENT CHANGE IN KNOWLEDGE: NOVEMBER 2021
 Scale: 0=No Knowledge, 3=High Level of Knowledge



The conference offerings are intended to improve knowledge of best practices and to support individuals to use the agricultural, leadership and management information at their jobs.

Understanding Best Practices

- Though the Fieldworkers and Supervisors came into the workshops with different levels of information, at the end of the sessions they often rated their knowledge as approximately equal.
- The largest gains in knowledge were reported for Fieldworkers learning agricultural best practices.

Using Best Practices

- At the end of the sessions, four out of five participants indicated they would use the information at their job.



English Literacy Program



We contracted with our trusted partner, Napa Valley Adult School to execute an English Intensive Course in December of 2020 for 15 students and a 13-week English Literacy course for the period of January 21-April 29, 2021 for 25 students. The classes built proficiency in conversational English, oral workplace communication and grammar and written English conversations. Classes were taught on Zoom and in order to ensure online learning success, all students were first enrolled in the Technology Workshop to gain proficiency on computers and digital learning. With the support of this grant we were able to launch a laptop lending program to support all participants with a Chromebook.

Demand for technology skills continued and we hosted three more, 12-hour technology workshops over the course of the year. A total of 53 farmworkers have completed the workshop to date, learning the basics of computer navigation and how to use Zoom. Demand continues and new classes will be added throughout the year.

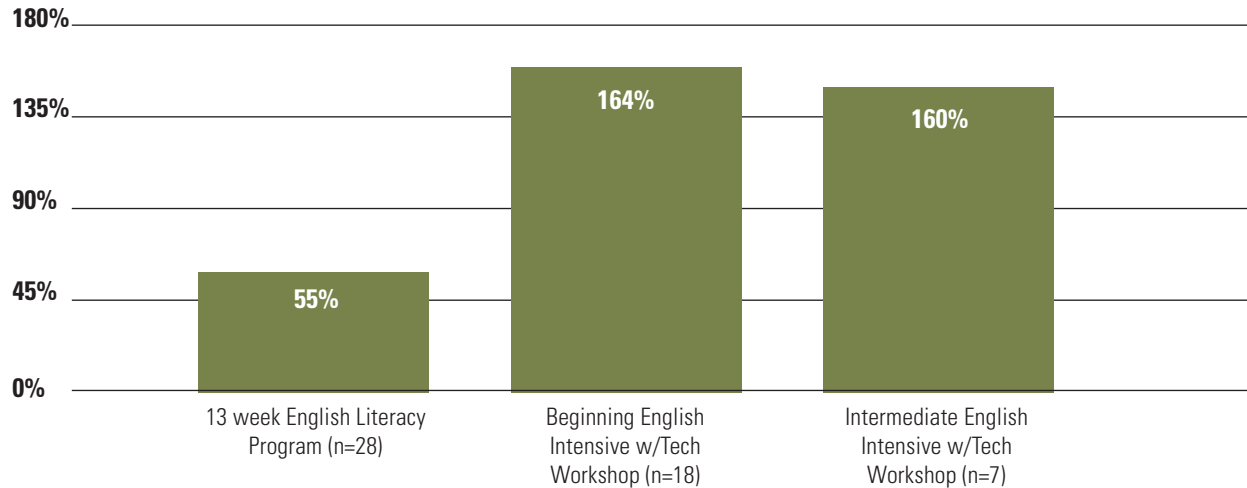
Post-harvest is a convenient time for farmworkers to fit education opportunities in around work demands, so in December we offered another 2-week English Literacy Intensive Course from November 29th to December 9th, 2021 for 26 farmworkers. Sixty six farmworkers have completed the English course or program since the grant began.

They have excellent teachers and the program is taught 100% in English. Thank you very much for all your support, both economic and moral, because your help motivates us to improve ourselves. - Claudia



English Literacy Program Outcomes

AVERAGE PERCENT CHANGE IN KNOWLEDGE, ENGLISH LITERACY PROGRAM April and November 2021



The English Literacy Program purchased 32 laptops for participants to continue to learn during the pandemic. To be sure everyone was familiar with the laptops, we also partnered with the Napa Valley Adult School to offer technology workshops.

Change in Knowledge, Use of Skills at Work

Those who attended the English Intensive classes reported over 1.5 times more knowledge of the subject at the end of the workshop.

More than 4 out of 5 participants indicated they would use their learning at their job.

Number of Participants Trained

Summer Mentorship Program: 23
Educational Workshops: 281
Leadership & Management Conference: 306
Computer Technology Workshop: 53
English Literacy Program and Courses: 66
TOTAL: 729

(Third Party Evaluation Results)



Progress Toward Outcome Measures



All of our educational programming contributes to greater competitiveness for our specialty crop (wine grapes) by increasing the efficiency, skillset and adoption of sustainable viticultural practices by Napa Valley's farmworkers. Due to the COVID-19 pandemic, the first programs we hosted were largely focused on health and safety to ensure that Napa's workforce could continue farming during these unprecedented times and Napa Valley farms could stay in business.

To-date, all 729 of our participants have maintained their jobs in a time when unemployment across the United States was at an all-time high due to the COVID-19 pandemic. Twenty three young adults were introduced to a career in our local specialty crop and 100% said they would be interested or very interested in pursuing a career in the industry.

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