



ALBA was founded in May 2001 after operating for 15 years as the Rural Development Center. More than 500 families have benefited from this innovative work. **Recent achievements include:**

- **Creating a comprehensive and accredited educational curriculum for small farmers.**
- **Acquiring the Triple M Ranch, where open space preservation and ecological restoration are part of a working landscape.**
- **Launching ALBA Organics as an organic produce distributor and Community Supported Agriculture (CSA) program for families wishing to receive a weekly box of fresh produce.**
- **Expanding partnerships such as farm-to-school food distribution and the National Immigrant Farming Initiative.**
- **Building relationships among limited-resource farmers and the businesses and agencies that can serve their needs.**
- **Providing opportunities for thousands of school children to visit the ALBA farms to learn about organic farming and healthy foods.**

The Agriculture and Land-Based Training Association is eager to find land and equipment that can make family farm opportunities possible.

In addition, ALBA is grateful for donations to maintain its educational programs. If you are interested in learning more, please call or write to:

ALBA  
 PO Box 6264  
 Salinas, CA 93912  
[www.albafarmers.org](http://www.albafarmers.org) ~ [alba@albafarmers.org](mailto:alba@albafarmers.org)  
 (831) 758-1469 (831) 758-3665 – fax

Interested in purchasing ALBA produce or joining the ALBA CSA? Call...

ALBA Organics (831) 758-5958  
 ALBA Organics (831) 758-5315 – fax

Our headquarters is located at 1700 Old Stage Road near Salinas, California. Please call to arrange a tour. ALBA is a 501(c)3 organization, therefore your contributions are tax-deductible.



The ALBA logo and this brochure were made possible by a generous grant from the Community Foundation for Monterey County



**The Agriculture and Land-Based Training Association (ALBA) supports aspiring entrepreneurs in developing small farm businesses. ALBA creates economic opportunities while promoting organic farming and healthy local food systems.**

**Our mission is to advance economic viability, social equity and ecological land management among limited-resource and aspiring farmers.**



## ALBA owns and operates two organic farm education centers in Monterey County:



The **Rural Development Center** is located on a 110-acre farm near Salinas, and includes the ALBA headquarters, resource center, classroom and produce distribution center. The Salinas farm is home to the Small Farm Education Program where farm workers and others learn about organic farming, business planning and marketing. Typically, more than 20 beginning farmers cultivate 50 different crops on the farm.



The **Farm Training and Research Center**, also known as the Triple M Ranch, is located in northern Monterey County. This 195-acre farm demonstrates soil, water and habitat conservation in the environmentally sensitive Elkhorn Slough watershed. The farm hosts many ag workshops and field days. Local farmers lease land here while learning about conservation strategies that can be adapted to their own farms.

## Generating Farm Opportunities

Despite widespread public support, family farms have been in decline for decades. However, for many immigrants and rural people, farming can still be a major economic opportunity. Starting a small farm enables people to establish roots in their communities and work closely with their families.

ALBA provides access to land, water and equipment, enabling beginning farmers to learn business skills and create small farm enterprises. ALBA farmers build markets and grow assets to strengthen their own family farms.

ALBA supports farmers producing food in ways that protect natural resources and provide healthy food for local communities.

By demonstrating sustainable farming and habitat restoration, ALBA inspires stewardship of land and water resources. We use native plant hedgerows, riparian restoration, integrated pest management and other strategies as practical solutions for local farmers.

ALBA believes that diversified family farms contribute to strong communities and provide opportunities for more people to access healthy local foods.

## Building Skills for Success

ALBA provides educational programs in both Spanish and English. We work with diverse individuals: farmers, farm workers, many with limited formal education, and low-income people with few opportunities for career advancement. We help people gain self-sufficiency, greater dignity and better chances for success.

The elements of success include:

**Business Planning** – Crop choices, planning and record keeping are crucial for success. ALBA farmers gain confidence in relationships with agencies and businesses, such as banks.

**Crop Production** – By leasing farmland in a reduced-risk environment, ALBA farmers gain crucial experience managing their own crops.

**Diverse Marketing** – Establishing viable market options is the greatest challenge facing small farmers today. ALBA encourages direct marketing, and helps provide market access through ALBA Organics, a licensed produce distributor.

In addition, we foster leadership development, access to community groups and social services, and build positive rural-urban relationships integral to small farm success.

