

## NEWS

### For Immediate Release

#### Local Group Receives Grants to assist Immigrant Farmers

Awards received from Hewlett Packard Microenterprise Development Program and AT&T Pebble Beach Charities



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SALINAS, CA, July 17, 2007 – The Agriculture and Land-Based Training Association (ALBA) was recently awarded two grants totaling \$87,000 to benefit its educational work with immigrant farmers and rural communities on the Central Coast.

Both awards advance the organization's continuing efforts to engage local, primarily Spanish-speaking farm workers and farmers in their pursuit toward owning and operating successful small farm businesses.

With a value of more than \$57,000, the Hewlett Packard Microenterprise Development Program grant will provide computer equipment and training in computer-based business education. The grant includes 21 HP computers, two printers, a digital projector and \$20,000 cash for software and training. This support will help dozens of small-scale farmers and other entrepreneurs to improve their business success.

One of 40 recipients nationwide, ALBA supports the growth of small businesses and promotes entrepreneurship in underserved and low-income communities. "The possibilities for entrepreneurs to improve their businesses are multiplied when an organization such as ALBA can provide technical assistance with accounting software, training on web-based market research and the tools to launch a web site and e-commerce platform," said Yvonne Hunt, Vice President, HP Global Philanthropy.

AT&T Pebble Beach Charities will provide a \$30,000 grant toward business education among aspiring farmers. The grant supports ALBA's Small Farmer Education Program, designed to reach farm workers with traditionally limited access to training, technical assistance and business ownership. In addition to improving its education and outreach programs, the grant will also help to purchase a tractor and equipment to be used by two dozen small farmers leasing land at ALBA's facilities in Monterey County.

ALBA is a non-profit group that creates opportunities for beginning and limited-resource farmers in the Central Coast region, and operates two educational farms as farm business incubators near Salinas and Watsonville.

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