



## Episode 211 – Ethnic Veggies

### Answer Key

1. Niche
2. some advantages of the ethnic farming market is that it allows you to stand out, there is a higher demand, no one else is growing what you are providing you with more clients.
3. Hispanic, because it is so large.
4. Obern's C and B Farm meets the needs of it retailers by rotating crops, and growing crops specific to ethnic populations.
5. Work ethic, providing consumers with information about where the food is produced, and providing leadership on stricter produce labeling.

#### Website resources:

America's Heartland: [http://americasheartland.org/episodes/episode\\_211/ethnic\\_veggies.html#](http://americasheartland.org/episodes/episode_211/ethnic_veggies.html#)

Farming for Ethnic Markets:

[http://www.umassvegetable.org/growers\\_services/farming\\_ethnic\\_markets/index.html](http://www.umassvegetable.org/growers_services/farming_ethnic_markets/index.html)