Episode 211 – Ethnic Veggies
Florida

1. Obern’s C and B Farm is America’s most successful ________________________________ farming operations.

2. What are some advantages of the ethnic farming market?
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3. What ethnic group helped Chuck discover that ethnic farming could be successful? Why?
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4. How does Obern’s C and B Farm meet the needs of its retailers?
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5. What can be attributed to Obern’s C and B Farms success?
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Website resources:
America’s Heartland: http://americasheartland.org/episodes/episode_211/ethnic_veggies.html#
Farming for Ethnic Markets:
http://www.umassvegetable.org/growers_services/farming_ethnic_markets/index.html