



Ethnic Vegetable Workshop

AUGUST 26 • 6PM - 7:30PM

**\$5
EVENT FEE**

**SPACE IS
LIMITED TO
30 PARTICIPANTS**

Carter Farms

26273 Carter Lane, Unionville, VA

Increasing demand for ethnic food offers small farmers tremendous opportunities to diversify their food production systems to appeal to immigrants, particularly African (West and East African), Caribbean, Asian (Indian and Chinese) and Hispanic populations. Small Farm Resource Center coordinator and chief grower for Carter Farms Michael Carter Jr. will lead this workshop to show small farmers how to grow and market specific crops that appeal to these customers.

While some ethnic vegetables are quite unique and exotic, other ethnic crops can include familiar vegetables like tomatoes, peppers, and squash that are known by different names by varying cultural communities. Growing specific crops and varieties for ethnic groups can open markets for new and exciting vegetables to grow and sell. Farmers who understand their communities' demographics and which vegetables are in demand can consider diversifying vegetable crops to increase their customer base and improve profits.

[REGISTER AT EXT.VSU.EDU CALENDAR OF EVENTS](https://ext.vsu.edu/calendar-of-events)

For more information, contact Michael Carter Jr. at (804) 691-0490 or micarter@vsu.edu.



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