



Name _____ Student Study Guide

**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?

3. What ethnic group helped Chuck discover that ethnic farming could be successful? Why?

4. How does Obern's C and B Farm meet the needs of its retailers?

5. What can be attributed to Obern's C and B Farms success?

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

