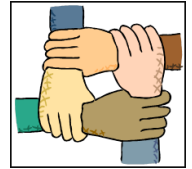




# EL SOSTENTO

*Helping You Manage Your Multicultural Team for Success*



SOSTENTO is a Spanish word with two meanings:  
**sustenance** (what we as farmers produce) and **support**  
(what we need to provide to our team to be successful).

June, 2013  
Volume I, Issue I

## How Do You Value Employee Benefits?



An employee milking at a farm in WNY.

**H**ow much do the benefits that your employees receive cost you? Chances are that if you don't know, then they don't either. Housing and utilities are two examples of benefits that are offered to many employees, while others such as transportation to the bank and the grocery store are offered almost exclusively to Hispanic employees. These

benefits were first offered out of necessity 10 or 20 years ago when New York dairy farms first began hiring Hispanics. These days there is a much closer knit network of Hispanics across the region, and they have better access to transportation, health care, etc... Yet you would be hard pressed to hire a Hispanic who doesn't expect free housing. The overwhelming trend shows that while these benefits were appreciated greatly in the past, these days they're often expected and sometimes taken for granted.

So what is an employer to do? A good way to ensure that your employees know what kind of a price tag is attached to their benefits is to first put pencil to paper and figure out how much the benefits you offer to employees, both local and Hispanic, are actually costing you. (It is important to treat your employees equally , **(cont' on page 2)**)

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### Internet Learning Tidbit:

Looking for a mobile app for on-the-fly translation or language learning? Check out these tried and true apps:

- ⇒ [Jibbigo](#)— speak or type word to translate; has an option for Mexican dialect
- ⇒ [Learn Spanish Phrasebook](#) — common words and phrases
- ⇒ [WordReference](#)— Spanish/ English dictionary and conjugation tables



(cont' from page 1) therefore if you're going to do it for your Hispanic employees you need to do it for all your employees.)

One way to explain the cost of housing would be to lay out how much it costs you to provide it on a monthly basis: the monthly utilities bill plus how much you would charge for rent if someone else lived there. Another approach would be to translate that lump sum into dollars per hour— the monthly cost divided by the average number of hours the employee works per month. This actually makes it a little easier to compare wages between farms. Employees often look only at

their base pay per hour, and sometimes will move between farms for 50 cents more per hour if they don't take into account the fact that they were really earning \$1.00 more at your farm when you include benefits.

However you go about explaining their benefits, your employees will certainly profit from gaining a better understanding their benefits and will respect you being up front with them. Taking the time to figure out the price of the benefits you provide to your employees can also be a valuable exercise for you, helping you to realize what your true labor cost is.

## Beware the Online Translator

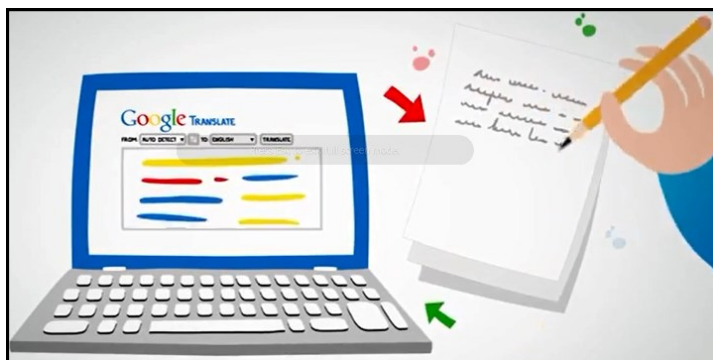
I know, I know. On the first page I condoned the use of smartphone apps to use for Spanish translations. And now I'm telling you *not* to use online translators. Seems contradictory, right? The advent of smartphones and the flourishing of apps promoting language learning and easy translation have been a boon to dairymen who need communicate with Hispanics every day. And as you can see from my recommendations, I think that they can be quite useful. Yet since many words have multiple meanings, you need to be careful, or else you might end up saying something completely different from what you think you are saying!

There are two basic types of translators. One is computer programming that uses a set of rules to replace one word with another. The problem with this is that there are far too many nuances to languages that translators can't pick up on: exceptions to grammar rules, metaphors, idioms, multiple meanings for one word. The main problem is that translators don't take into consideration the *context* in which the word is being used. The second is called statistical machine translation, and basically uses the patterns found in a huge database of official human translations to translate text. It's still not perfect, however, and there tend

to be a lot of problems when trying to translate vocabulary specific to dairy farming.

How can you avoid these problems with online translators?

**Double check.** Let's say you want to know the Spanish word for "log", as in a treatment log. If you plug "log" into a translator, chances are it will translate it as *tronco*. Problem is, *tronco* means log as in a piece of wood. Oops, that could create some confusion! If you get a funny look from your employee, look up "log" in a Spanish/English dictionary. Then you'll get multiple options. *Registro*, as in records, would be the correct choice.



Check out this YouTube video— it's a bit of an infomercial for Google Translate but it does a good job of explaining how statistical machine translation works.

[http://www.youtube.com/watch?feature=player\\_embedded&v=RqIdowlvTHY](http://www.youtube.com/watch?feature=player_embedded&v=RqIdowlvTHY)



## What is a Consulate?

A consulate is basically a smaller version of an embassy. While an embassy represents its home country and takes care of major diplomatic issues, consulates are charged with minor diplomatic issues, including taking care of migrants. Embassies to the US are located in Washington DC, but there are consulates located throughout the US, generally in larger tourist cities. The closest consulates for Mexico and Guatemala are located in New York City.

If your employees ever needed time off for a trip to NYC, then chances are they were visiting the consulate. These are some of the documents that consulates commonly provide:

- Documents for travel or identification (passports, Mexican/Guatemalan id cards, consular id cards, visas, etc.)
- Marriage licenses, birth and death certificates

Do you have employees in need of services provided by the consulate? Both the Guatemalan and Mexican consulates provide "mobile consulates" from time to time. This year the **Guatemalan consulate will be at the All Saints Church in Lansing, NY on June 15th from 9am-4pm. The Mexican consulate will be at the Community Center in Geneva, NY on October 16-19.** The attached flyer for the Guatemalan consulate explains (in Spanish) what documents the consulate can issue, what the fees are, and what documentation your employees need to bring with them.

## Creating A Positive Workplace

Are you a dairy farmer interested in improving communication with your workforce? The Cornell Farmworker Program is inviting farmers to participate in a project to improve communication between dairy farm owners and employees.

There can be barriers to productive and satisfying relationships on today's dairy farms. Language barriers often make it difficult to interpret what dairy workers need out of their working and living environments in order to commit to long-term employment. Cultural differences can lead to varying perceptions of what makes a good boss, making it difficult to identify effective management practices. The Cornell Farmworker Program (CFP) is addressing these communication challenges through close collaboration and advising to farm owners and workers. The project takes place over three to four visits to each farm.

CFP staff members are willing to visit your farm to conduct an "Emergency

Planning" workshop with employees. This session provides farmworkers with critical information on navigating the legal system and accessing personal and social services in their local area. The workshop also provides the opportunity for CFP staff to get to know your workforce prior to engaging in a discussion about workplace issues. These workshops typically last 1- 1 1/2 hours.

The project on creating a positive workplace includes:

- A preliminary visit with a one-hour interview with farm owners to identify communication challenges on your farm and strategies to discourage workers from leaving their jobs.
- During the second visit, CFP staff conduct a one-and-a-half hour focus group discussion with employees. The discussion gathers their perceptions of their working and living environments, including aspects such as scheduling, how performance feedback is delivered, and how the social environment of the workplace contributes to personal satisfaction.

Finally, farm owners and workers are convened for a one-hour joint consultation. Bilingual staff members will help you develop a tailored plan for reducing communication challenges, based on farm-specific findings and "best practices" identified from dairy farms across New York.

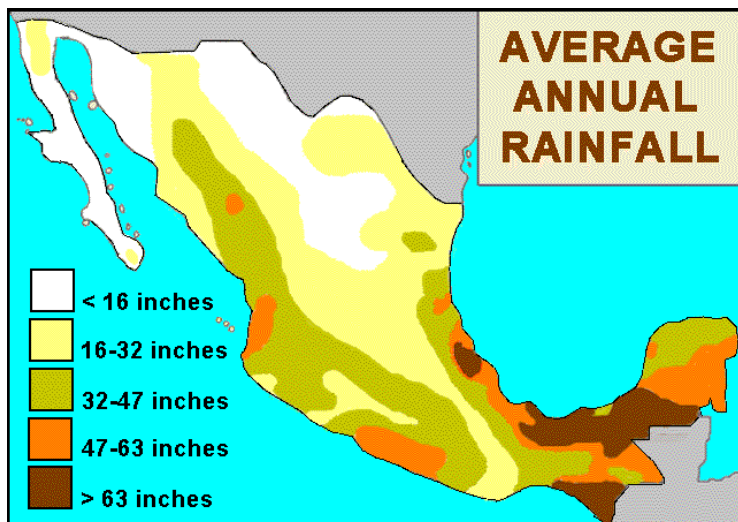
Farmers and workers who have participated in this project are now enjoying more productive agricultural workplaces and fulfilling employment experiences as. There is no cost to farmers for participation, and the project is supported by the New York Farm Viability Institute.

If interested please contact Mary Jo Dudley, Director of the Cornell Farmworker Program, at (607) 254-5194 or farm-





## Climate South of the Border- *Not Your Average 4 Seasons*



From: <http://www.backyardnature.net/mexnat/mx-wx.htm>

**S**ummer is almost here! But don't be surprised if you get a confused look from Guatemalan employees when you mention *verano*. The seasonal changes throughout Central America are quite different

from what we're used to. Basically, there are only two seasons. The dry season is November to April and the rainy season is May to October. What can make things confusing is that in Guatemala they refer to the rainy season as *invierno*, or winter. Rainfall marks the main difference between the seasons, while temperature doesn't vary too much.

Mexico, Guatemala and other Central American countries have diverse topography. The changes in elevation range from mountains reaching well over 10,000 feet to coastal lowlands at sea level, and therefore the climates of the different regions are very different. As you can see from the map, the northern part of Mexico is desert-like, while the southern regions bordering with Guatemala and Belize are tropical. Climate has a lot to do with elevation, so you might have an employee from Chiapas tell you it's very hot at home on the same day that one from Zacatecas tells you it's chilly.

### **NWNY Dairy, Livestock & Field Crops Team**

Serving Genesee, Livingston, Monroe, Niagara, Orleans, Ontario, Seneca, Wayne, Wyoming and Yates Counties.

### **We're on the Web!**

**[www.nwnyteam.org](http://www.nwnyteam.org)**



Through educational programs and other teaching opportunities, the **NWNY Team** seeks to build producers' capacities to:

- Enhance the sustainability of their businesses
- Enhance profitability and other aspects of economic performance of their businesses
- Practice environmental stewardship
- Enhance employee well-being and satisfaction
- Provide safe, healthy agricultural products in ways that are safe to farm owners and employees and their families and neighbors
- Provide leadership for enhancing relationships between the agricultural sector and the general public

We look forward to working with you in your farming and ag-related ventures in NWNY. Together we can keep the agricultural economy competitive, maintain a comfortable standard of living and be conscientious stewards of our natural environment.

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E-mail: [geg24@cornell.edu](mailto:geg24@cornell.edu)



# “ATENCIÓN GUATEMALTECOS”



CONSULADO GENERAL DE GUATEMALA  
NUEVA YORK



## CONSULADO MOVIL LANSING, NUEVA YORK SABADO 15 DE JUNIO

de 09:00 de la mañana a 4:00 de la tarde

**LUGAR: “IGLESIA TODOS LOS SANTOS”**

DIRECCION: 347 Ridge Rd. Lansing, NY 14882  
PARA MAYOR INFORMACION LLAMAR AL  
(212) 686 3837, (315) 402-3391, (607) 254-5194  
o después de horarios de oficina al (607) 793-0301

Los servicios que se estarán brindando son los siguientes:

### EXTENSION DE PASAPORTE

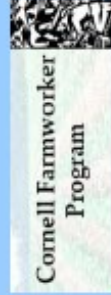


*(Ver requisitos en el reverso)*

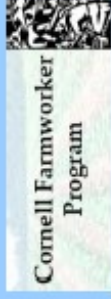
#### REGISTRO CIVIL

INSCRIPCION DE NACIMIENTOS  
INSCRIPCION DE MATRIMONIOS  
INSCRIPCION DE DEFUNCIONES  
AUTORIZACIONES DE MENORES  
LEGALIZACION DE DOCUMENTOS  
SUPERVIVENCIAS

### EXTENSION DE IDENTIFICACION CONSULAR



Con el valioso apoyo de:  
IGLESIA TODOS LOS SANTOS Y  
PROGRAMA DE TRABAJADORES AGRICOLAS DE LA  
UNIVERSIDAD DE CORNELL





# “ATENCIÓN GUATEMALTECOS”



CONSULADO GENERAL DE GUATEMALA  
NUEVA YORK



## REQUISITOS PARA DOCUMENTOS

### PASAPORTE:

#### PARA MAYORES DE EDAD:

1. PASAPORTE VENCIDO o DPI o CEDULA DE VECINDAD (ORIGINAL Y UNA FOTOCOPIA DE DOS DE LOS TRES DOCUMENTOS)
2. PAGAR \$65.00 DOLARES (MONEY ORDER, PASAPORTE \$50.00 , ENVIO \$15.00)

#### PARA MENORES DE EDAD:

1. CERTIFICACION DE NACIMIENTO (ORIGINAL Y UNA FOTOCOPIA Y ACOMPAÑADO DE SUS PADRES CON PASAPORTE o CEDULA DE VECINDAD)
2. PAGAR \$65.00 DOLARES (MONEY ORDER, PASAPORTE \$50.00 , ENVIO \$15.00)

### REGISTRO DE NACIMIENTO:

1. CERTIFICADO DE NACIMIENTO DE LOS ESTADOS UNIDOS (ORIGINAL Y DOS FOTOCOPIAS)
2. PASAPORTE o CEDULA y CERTIFICADO DE NACIMIENTO DE LOS PADRES (ORIGINAL Y DOS FOTOCOPIAS)

### REGISTRO DE MATRIMONIO:

1. CERTIFICADO DE MATRIMONIO DE LOS ESTADOS UNIDOS (ORIGINAL Y DOS FOTOCOPIAS)
2. CERTIFICADO DE NACIMIENTO DE LOS ESPOSOS. (ORIGINAL Y DOS FOTOCOPIAS)
3. PASAPORTE o CEDULA DE LOS ESPOSOS. (ORIGINAL Y DOS FOTOCOPIAS)

### TARJETA CONSULAR:

#### PARA MAYORES DE EDAD:

1. PASAPORTE o DPI o CEDULA DE VECINDAD o TARJETA CONSULAR (ORIGINAL Y UNA FOTOCOPIA DE UNO DE LOS CUATRO DOCUMENTOS)
2. PAGAR \$25.00 DOLARES (MONEY ORDER, TARJETA CONSULAR \$15.00 , ENVIO \$10.00)

#### PARA MENORES DE EDAD:

1. PARA MENORES DE EDAD CERTIFICACION DE NACIMIENTO o PASAPORTE (ORIGINAL Y UNA FOTOCOPIA Y ACOMPAÑADO DE SUS PADRES CON PASAPORTE o CEDULA DE VECINDAD)
2. PAGAR \$25.00 DOLARES (MONEY ORDER, TARJETA CONSULAR \$15.00 , ENVIO \$10.00)

Para mayor información llamar al Consulado al (212) 686 - 3837