What are leads?

What kind of leads do you work with?
Building your Leads

- Discuss possible search tools
- Identify key search words.
  - What would they be?
Possible Resources

- Internet
- Chamber of Commerce
- H2A National Registry
- Local MEP database
- Agricultural Associations/Groups
- Government Agencies
- National Agricultural Database
FarmPlenty.com/croptrends/#

**FarmPlenty Local Crop Trends**

**Top crops**

- % of acres in region
  - Sugarcane
  - Aquaculture
  - Soybeans

**Five-year trends**

- Sugarcane: acreage rose 4%
- Soybeans: prices fell 10%
- Soybeans: acreage fell 1%
- Sugarcane: prices fell 0%

**Crop details**

- Sugarcane
- Aquaculture
- Soybeans

Price of Sugarcane, all classes (all utilization practices)

Acreage of Sugarcane
Welcome to the Labor Certification Registry

The Immigration and Nationality Act (INA) entrusts specific responsibilities to the U.S. Secretary of Labor for the administration of certain employment-based immigration programs that require a labor certification. These statutory and regulatory provisions require all employers seeking a labor certification for either permanent or temporary nonimmigrant employment to first apply to the Secretary of Labor for certification. The Secretary has delegated these responsibilities to the Employment and Training Administration's (ETA's) Office of Foreign Labor Certification (OFLC). OFLC processes labor certification applications for employers seeking to bring foreign workers into the U.S. and grants certifications in those cases where employers can demonstrate that there are not sufficient U.S. workers able, willing, and qualified to perform the work and the wages and working conditions of similarly employed U.S. workers will not be adversely impacted. MORE

Click on a Specific State to Search Labor Certification Records
Certified within the Last 30 Days

Or - Select a state/territory from the menu: State: Select State
## Public Job Registry

### Quick Search

- **ETA Case Number:**
- **Case Type:** H-2A
- **Status:** Active
- **State or Territory of Intended Employment:** Louisiana
- **Job Order Posting Date Range:** From: 08/01/2016 To: 07/31/2017
- **Industry:** (NAICS Code) or (NAICS Title)

### Search Results

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<th>Case Type</th>
<th>Status</th>
<th>Employer Name</th>
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| H-300-16306-291741    | 11/08/2016       | H-2A      | ACTIVE   | Luke E. Boone                       | LA   | 01/01/2017      | 06/30/2017     | General Farm Worker  |
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| H-300-16319-822695    | 11/18/2016       | H-2A      | ACTIVE   | Robert Cramer Farms, LLC            | LA   | 01/02/2017      | 07/15/2017     | General Farmworker   |
| H-300-16319-636252    | 11/21/2016       | H-2A      | ACTIVE   | Brent & Julie Buller                | LA   | 01/02/2017      | 09/15/2017     | General Farmworker   |
| H-300-16319-186392    | 11/18/2016       | H-2A      | ACTIVE   | Neco Trucking, Inc.                 | LA   | 01/02/2017      | 09/30/2017     | General Farmworker   |
| H-300-16299-289354    | 11/03/2016       | H-2A      | ACTIVE   | LOUNSBERY FARMS, LLC                | LA   | 01/02/2017      | 11/01/2017     | Farm worker          |
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| H-300-16306-193059    | 11/07/2016       | H-2A      | ACTIVE   | Thomas B. Compton                   | LA   | 01/03/2017      | 10/30/2017     | General Farm Worker  |
| H-300-16300-315976    | 11/02/2016       | H-2A      | ACTIVE   | Nicholas W. Hundley                 | LA   | 01/03/2017      | 10/03/2017     | General Farm Worker  |
- Address, Contact information
- Address to work site
- Address and directions to housing
- Number of workers
- Days of the work week.
- Sometimes the crop being harvested
icert.doleta.gov/index.cfm
icert.doleta.gov/index.cfm
Louisiana H2a
This map includes work and housing sites for H2a farms in Louisiana.
35 views
All changes saved in Drive.

- Add layer
- Share
- Preview

- H2a Louisiana housing sites.csv
- Uniform style
  - All items (399)

- H2A alligators.csv
- H2a crawfish.csv
- H2a sugarcane.xlsx
- H2a all others.csv

Base map

Map showing locations of H2a housing sites in Louisiana.
Crops

- Corn
- Cotton
- Forage
- Forestry
- Fruits and Vegetables
- Grain Sorghum
- Nursery Crops
- Pecans
- Rice
- Soybeans
- Sugarcane
- Sweet Potatoes
- Wheat & Oat
StarvingFarmer.com Directory of American Farmers

Thank you for visiting the online version of the Directory of American Farmers. Please select a county to drill down to the farmers which are listed in that specific county.

© StarvingFarmer.com Directory of American Farmers

StarvingFarmer.com > Louisiana

- Acadia County
- Allen County
- Ascension County
- Assumption County
- Avoyelles County
- Beauregard County
- Bienville County
- Bossier County
- Caddo County
- Calcasieu County
- Caldwell County
- Catahoula County
- Claiborne County
- Concordia County
- Desoto County
- East Baton Rouge County
- East Carroll County
- East Feliciana County
- Evangeline County
- Franklin County
- Grant County
- Iberia County
- Iberville County
- Jackson County
- Jefferson County
- Jefferson Davis County
- Lafayette County
- Lafourche County
- Lasalle County
- Lincoln County
- Livingston County
- Madison County
- Morehouse County
- Natchitoches County
- Orleans County
- Ouachita County
- Plaquemines County
- Pointe Coupee County
- Rapides County
- Red River County
- Richland County
- Sabine County
- St. Bernard County
- St. Charles County
- St. Helena County
- St. James County
- St John County
- St Landry County
- St Martin County
- St Mary County
- St. Tammany County
- Tangipahoa County
- Tensas County
- Terrebonne County
Thank you for visiting the online version of the Directory of American Farmers. Please select a farm to drill down to view that farm's specific data.

StarvingFarmer.com > Louisiana > Terrebonne County

- Judson Ellender of Montegut
- Forty Acre Inc of Houma
- Greenburg Farms Inc of Houma
- Jackie A Marie of Chauvin
- Marvin Marmande Jr of Houma
- Herdis Neil of Montegut
- Sherry Neil of Montegut
- Residence Pltn Inc of Houma
- Edgar Rogers of Houma
Organizing Leads

How do you organize your leads?
How do you prioritize them?
How do you ensure each lead is followed up on?
How do you document information you’ve gathered from visits?
Things you’ll need:

- Gmail account  
  (district account, not personal)
- Internet Access  
  (with up-to-date Google Maps)
- Excel
- Leads
Type of lead information needed

Your leads **must** include:
- Address
- City
- State
- Zip Code

Additional information
- Farm Name/Community Partner Name/
  Housing Name
- Contact for this lead
- Phone number
- Crop/Activity/ Type of Assistance
- Type of housing
- Notes
# Creating an Excel Database

## H2A requisition database

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<td>Valencia Harvesting, INC</td>
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<td>FL</td>
<td>34266</td>
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<td>6/1/2016</td>
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<td>All work done in Live Oak, FL</td>
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<td>2635 SR 62, Parrish FL 34239</td>
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<td>668 67th St Circle East</td>
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<td>34208</td>
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<td>19031 Grange Hall Rd., Wimauma, FL 33598</td>
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<td>7490 N. Hwy 19</td>
<td>Fanning Springs</td>
<td>FL</td>
<td>32693</td>
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<td>6/15/2016</td>
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<td>Work sites are in Bell, FL</td>
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<td>Red Harvesting INC</td>
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<td>FL</td>
<td>34228</td>
<td>5/2/2016</td>
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<td>70</td>
<td>14990 NW 40th Ave. Chiefland, FL 32626/5250 NW 160th St</td>
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<tr>
<td>Pequeno Harvesting, LLC</td>
<td>4000 SW 40th Blvd.,</td>
<td>Gainesville</td>
<td>FL</td>
<td>32606</td>
<td>5/15/2016</td>
<td>6/20/2016</td>
<td>48</td>
<td>Sunstate Harvester INC, 12150 State Rd 31, Punta Gorda, FL 33955</td>
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<tr>
<td>Olvera Trucking Corp</td>
<td>27659 S.E. Hwy 19 ALT 27</td>
<td>Old Town</td>
<td>FL</td>
<td>34280</td>
<td>5/15/2016</td>
<td>7/4/2016</td>
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<td>Work sites are located in Levy County, FL</td>
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<tr>
<td>MK Harvesting, INC</td>
<td>3520 SW Silver Springs Blvd</td>
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<td>34475</td>
<td>5/16/2016</td>
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<td>17450 NE State Road 121, Williston, FL 32696</td>
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<tr>
<td>Cherry Lake Farm, INC</td>
<td>20329 U.S. Hwy 27 N</td>
<td>Clermont</td>
<td>FL</td>
<td>34175</td>
<td>4/16/2016</td>
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<td>7836 Cherry Lake Road, Groveland, FL 34763/ 12007 State Rd</td>
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<td>Double J Harvesting, INC</td>
<td>7516 W Newberry Rd.</td>
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<td>DLR Fruit &amp; Vegetables INC</td>
<td>4202 Middle Dr.</td>
<td>Bowling Green</td>
<td>FL</td>
<td>33834</td>
<td>4/19/2016</td>
<td>5/30/2016</td>
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<td>2485 Shottum Rd., Wauchula, FL 33873 2.5 miles from Hardy</td>
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<td>Franco Medina Harvesting</td>
<td>148 SW Clint Way</td>
<td>Lake City</td>
<td>FL</td>
<td>32024</td>
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<td>7/10/2016</td>
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<td>Worksites in Mayo, Gainesville, Lake Butler, and Live Oak FL</td>
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<td>455 Sheri Circle</td>
<td>Lake City</td>
<td>FL</td>
<td>32024</td>
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<td>7/10/2016</td>
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<td>Lake City</td>
<td>FL</td>
<td>32024</td>
<td>5/6/2016</td>
<td>7/10/2016</td>
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<tr>
<td>Valencia Harvesting, INC</td>
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<td>Lithia</td>
<td>FL</td>
<td>33594</td>
<td>5/10/2016</td>
<td>6/15/2016</td>
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<td>Worksites in Wimauma, Lithia, FL</td>
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<td>Paloma Harvesting, INC</td>
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<td>Leesburg</td>
<td>FL</td>
<td>34748</td>
<td>5/12/2016</td>
<td>6/30/2016</td>
<td>30</td>
<td>Cannon &amp; Sons 6001 E Stage Coach Floral City, 34436</td>
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<tr>
<td>Paloma Harvesting, INC</td>
<td>113 N 14th St.</td>
<td>Leesburg</td>
<td>FL</td>
<td>34748</td>
<td>5/12/2016</td>
<td>6/30/2016</td>
<td>30</td>
<td>Cannon &amp; Sons 6001 E Stage Coach Floral City, 34436</td>
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<tr>
<td>Pequeno Harvesting, LLC</td>
<td>170 W. Hickpochee Ave</td>
<td>La Belle</td>
<td>FL</td>
<td>33935</td>
<td>4/11/2016</td>
<td>5/20/2016</td>
<td>24</td>
<td>23500 Rock Springs Road, Immokalee, FL Desoto Blvd, 5 &amp; 10</td>
</tr>
</tbody>
</table>
Building Your Google Map

In your search engine search bar, type in maps.google.com
Building Your Google Map

Sign into Google using your district email account
Example: hillsboroughcomep@gmail.com
Building Your Google Map

Check the top right hand corner to ensure you’re signed in
Building Your Google Map

- Click on IMPORT (your spreadsheet should be finished)
Building Your Google Map

- Select your desired Excel spreadsheet from your computer
Building Your Google Map

- Select your desired Excel spreadsheet from your computer
- Tip: Keep all files on a separate folder for easy access.
• Make sure to check all appropriate fields.
Building Your Google Map

• Click CONTINUE
Building Your Google Map

- Choose the title of your marker
Building Your Google Map

- Choose the title of your marker
Building Your Google Map

• Choose the title of your marker
• Click FINISH
Building Your Google Map

Map completed
Google Maps: Markers

- Title of marker

Hillsborough County MAP
Map depicting H2A new honey crop and new farmer leads.
3 views
All changes saved in Drive

Add layer  Share

Individual styles

- Gomello LLC
- Daniel Harvesting
- Valencia Harvesting
- Valencia Harvesting
- Valencia Harvesting LLC
- Frey Brothers
- Navarro Harvesting INC
- DLR Fruit & Vegetable INC
- Franco Medina Harvesting
- Valencia Harvesting LLC
- Pequeno Harvesting INC
- Sunstate Harvesting INC
- De Leon Agriculture LLC
- Rainbrook Farms LLC
- Chino Harvesting LLC
- Triple F. Harvesting Farms
Google Maps: Markers

- Title of marker
- Title highlights when your mouse hovers over the marker
Clicking on the desired marker brings up all information
Google will detect any incorrect addresses, these will appear on your data table but NOT on your map.
Google Maps

- Click on open table to edit information
Map Customization Options

Modify each individual layer

- Group places by:
  - uniform style
  - sequence of color and letters
  - individual styles

- Set labels
  - any of the data fields provided
    (address, city, state, name of resource..)

- Modify marker by:
  - shapes and colors
Map Customization: Map Layers

<table>
<thead>
<tr>
<th>Home</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zipcode</th>
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<td>9935 SE 142nd Blvd</td>
<td>White Springs</td>
<td>FL</td>
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<td>9935 SE 142nd Blvd</td>
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<td>Bradenton</td>
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<td>16148 SE US Highway 19</td>
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</table>

The table above shows H2A Worker Requisition Leads with columns for Address, City, State, Zip Code, Notes, and Agency.
Map Customization: Map Layers
Map Customization: Map Layers

Hillsborough County MAP
Map depicting H2A, new honey crop and new farmer leads.
8 views.
All changes saved in Drive.

- Map Layers
  - H2A Worker Leads
  - Honey Spreadsheet for GM.xlsx
    - Individual styles
      - The Honey Hole Market
      - A Land of Delight Natural Far...
      - Bee-Haven Honey Farm Inc.
      - Kelly's Apariies
  - New Farmer Leads
    - Individual styles
      - Mondragon Farms
      - Clay Farms
      - Sam Astin Farms
      - Sunstate Farms
      - Hernandez Farm LLC

Map showing locations of H2A worker leads and new farmer leads.
Map Customization: Different Terrains

- Click on base map
Map Customization: Different Terrains

- Select desired map
Map Customization: Different Terrains

- Select desired map
Google Maps on your mobile device

Use your smart phone to access your maps wherever you are!

Download the free Google Map app on your smartphone and sign in…
Google Maps on your mobile device

Use your smart phone to access your maps wherever you are!

Hide or view layers
Google Maps on your mobile device

Use your smart phone to access your maps wherever you are!

Map shows your current location and proximity to the markers in real time!
Things to remember...

- Verify addresses to ensure they are correct
- Make sure you are signing in with the correct email address
- Any changes made to your map will reflect automatically