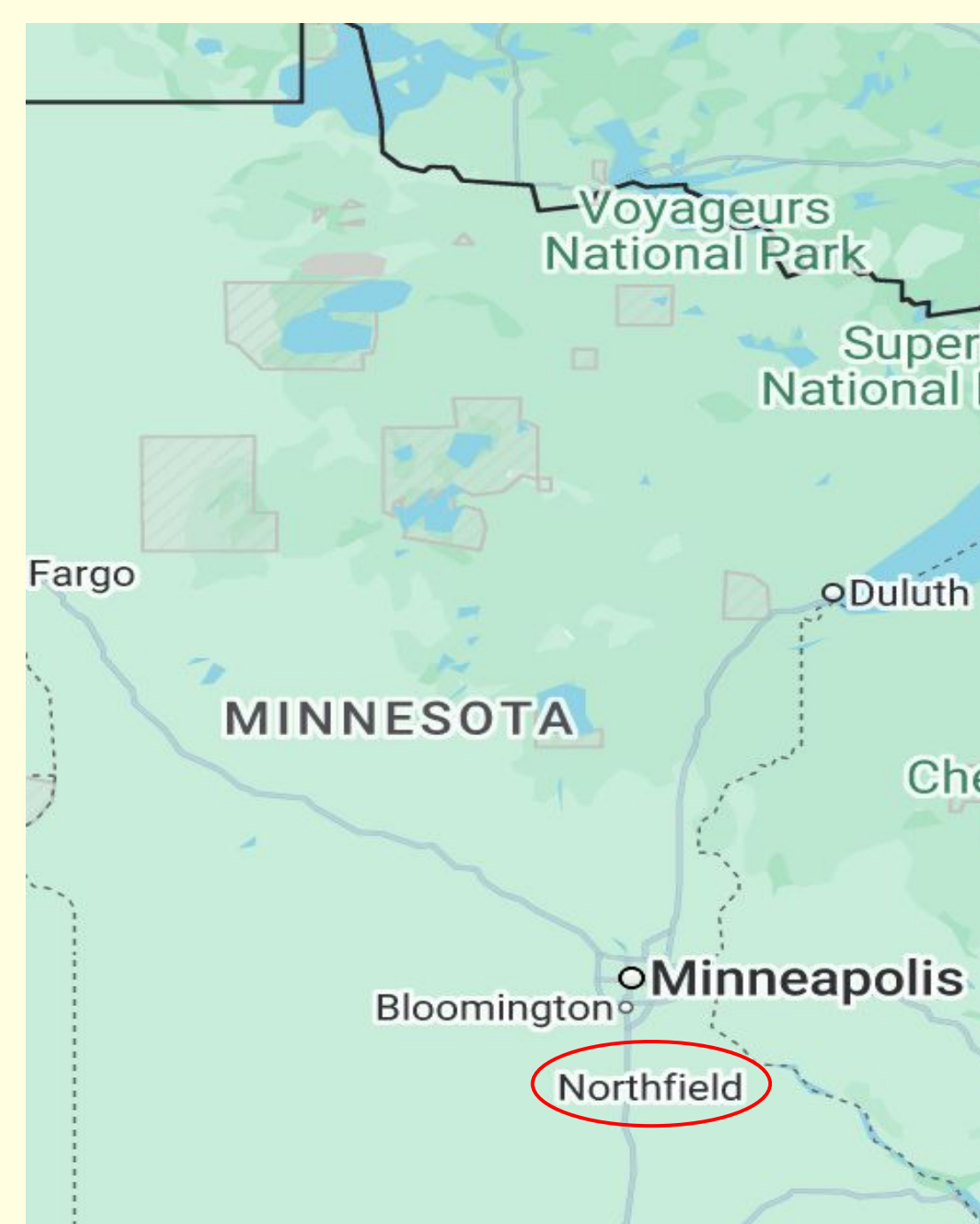


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Introduction

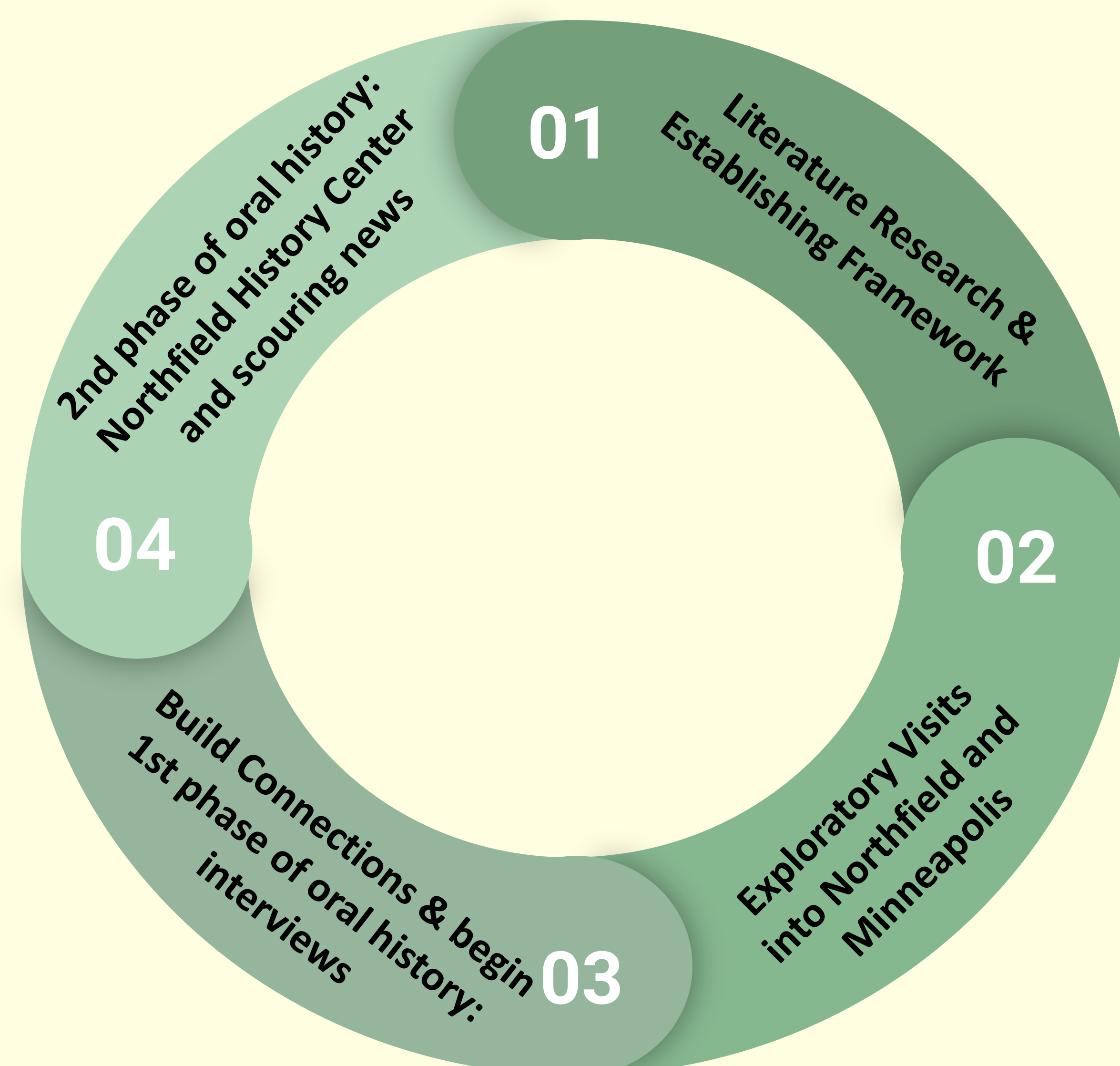
Since 2010, Northfield's Latino/e/x population has more than doubled, growing from 5.08% to 13.87%. Yet, limited research documents the vibrant Latino communities in this rural Minnesota town, making projects like this especially important.



Research shows that nearly 30% of Latinos experience discrimination in everyday interactions (Perez et al., 2008). A strong sense of belonging and community can help lessen the effects of discrimination (Marin and McCabe, 2025).

In response to this reality and the current sociopolitical climate, we, a group of Latino-identifying St. Olaf College students and our faculty mentor undertook this project to connect academia with Northfield, preserve Latino narratives, and support cultural reclamation and collective uplift. The resulting website serves as an accessible public resource and community platform.

Methodology



Learnings

During the Project

We observed over 30 initiatives in Northfield, some of which the community members were not familiar with (e.g. Agricultural non-profit Sharing Our Roots, Public Library's Spanish-language book Club, Choir for Senior Citizens in Spanish).



Majority of Northfield's Latino population originate from Veracruz, Mexico, specifically the pueblo of Maltrata. Others come from Colombia and Central America.

After the Project

Anglo-speaking community members have a genuine desire to assist Latinos, whether showing up consistently or supporting Latino-driven initiatives and events, they want to promote a more unified Northfield community.

Looking Ahead

- Continue to edit the Latino Northfield website to include resources, initiatives, and interviews that weren't highlighted in the initial process
- Expand this research into Indigenous Latine communities, other counties of Minnesota, and other ethnic groups
- Present our project at the North Central Council of Latin Americanists (NCCLA) at the University of Wisconsin-Milwaukee
- Write an article on our research to submit for publication

Acknowledgements

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Scan the QR code or go to latinonorthfield.org to view our website

Resources

