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## 2020 Holistic Farm Business Planner Course

### DELIVERABLES

This course is designed to refine your farm vision and provide sharper focus for your future farm operations, while making sure to include the various activities in your life that bring you joy. This course will teach participants how to create an individualized business plan, but WILL NOT teach growing skills. Upon successful completion of the **35-hour course**, participants will have created an individual, realistic, profitable, and fulfilling farm plan. Successful completion will also qualify participants for up to one hour per month of mentor support from December through March.

### AUDIENCE

This course will best suit individuals, or farming partners, who:

- Are considering starting up a small-scale agricultural operation in the near future; or
- Are looking to expand an existing 'home-use' garden or homestead into a revenue positive operation; or
- Have completed the Hayes Farm Regenerative Farming Certificate program and are ready to take the next steps; or
- Are part of an existing family farm and looking to start up their own personal project on the farm.

### SCHEDULE

**Sunday, September 13 - Thursday, November 26<sup>th</sup>, Times TBD**

Two 1.75-hour online sessions per week: Sunday afternoons & Thursday evenings

**September** 13, 17, 20, 24, 27

**October** 1, 4, 8, 15, 18, 22, 25, 29 (no class over the Thanksgiving weekend)

**November** 1, 5, 8, 15, 19, 22, 26

### COST

Participants can choose their investment on a **sliding scale of \$250-600**.

**\*Couples or farming partners working on the same business plan can register for the price of one.**

### PREREQUISITES

Participants will create a holistic farm business plan specific to their future farm operation. This will require reliable access to a computer plus some basic introductory computer skills. Having a laptop or tablet will be required to participate in this online course (via Zoom video call).

Participants should also come prepared with an outline of their future farm operation. The greater the pre-planning, the more useful this course will be for the participant. Some things to consider:

- What farm product(s) do you plan to produce for profit?
- How you plan to grow?
- What is the scope of future operation and land requirements?
- Who do you plan to sell to?
- What are your human resource needs?
- What are your equipment needs?

## **Qualitative Planning**

Using a holistic approach, the qualitative sessions will give both new and experienced farmers the tools to create a comprehensive vision for their farm business and help them identify any missing elements they need to have in place to develop a successful agricultural operation. If you have a rough idea of where you want to grow, what products you would like to produce, and you would like to develop your ideas into a defined vision, this qualitative planning will be of great benefit to you. Topics include:

- Matching your personality to your future farm enterprise
- Holistic farm planning: setting aside time for what is important in your life while you farm
- Short, medium, and long-term visioning
- Farm diversification planning
- Developing the language to succinctly articulate your farm operation
- Discussing marketing options
- Exploring promotion methods to support your marketing choices
- Individual Planning Inventories: assessing your existing tools, buildings, land, and human resources
- Identifying potential farm overheads for your operation
- Sharing income/expense numbers from the Hayes Farm operation

## **Quantitative Planning**

From setting sales projections to creating a final field operations calendar, this quantitative guidance will enable farmers to finalize their farm business plan by setting realistic, attainable gross sales targets and establishing a detailed, individualized plan on how to achieve those numbers. If you have a well developed idea of the kind of farm operation you want to have (or are already running a farm), but need the practical skills to turn that idea into a step-by-step business and field plan, then this quantitative planning is for you. Topics include:

- Spreadsheets for farmers: spreadsheets can be more useful than a tractor on the farm!
- Setting income projections
- Deciding on farm products
- Choosing potential markets
- Setting sales targets
- Creating harvest targets
- Planning individual crops (or livestock)
- Creating a preliminary field schedule
- Creating farm management units: field blocks and field block maps
- Deciding on specific varieties of crops (or livestock)
- Creating the final field schedule
- Early season planning: sourcing seed/livestock, planning strategies
- Creating a field operations calendar
- Tips for record keeping during the growing season to ease next-season planning

## **REGISTRATION**

Email [hayesteachingfarm@gmail.com](mailto:hayesteachingfarm@gmail.com)