



# LAND STEWARDSHIP PROJECT

## FARM BEGINNINGS

### 2010-2011: SESSIONS 1-9

SESSION	OBJECTIVES	PRESENTERS
<p><b>Session 1:</b> <i>Whole Farm Planning— Introduction to Whole Farm Planning, Clarifying Values, Goal Setting and Resource Base Assessment</i></p>	<p>Participants will:</p> <ul style="list-style-type: none"> <li>• Gain an overall perspective of Land Stewardship Project and the Farm Beginnings Program</li> <li>• Begin to develop a support network and make connections with other Farm Beginnings participants, Farm Beginnings presenters and LSP staff</li> <li>• Identify and discuss personal values and goals</li> <li>• Develop elements of their holistic goal</li> <li>• Examine current resource base</li> <li>• Create a potential list of products and services</li> </ul>	<p><u>Driftless Region</u> Richard Ness Heather Secrist</p> <p><u>Prairie Region</u> Audrey Arner Kent Solberg</p>
<p><b>Session 2:</b> <i>Whole Farm Planning— Sketching a Plan, Personal Assessments and Decision Making</i></p>	<p>Participants will:</p> <ul style="list-style-type: none"> <li>• Develop network through small group work with other Farm Beginnings participants</li> <li>• Expand network through exposure to additional resources and resource people</li> <li>• Discuss and appraise holistic goal process</li> <li>• Explore a 5-year sketch of <i>Dream Farm</i></li> <li>• Assess individual skills and passions within the realm of farming enterprises</li> <li>• Evaluate potential products and services</li> <li>• Analyze assessments and compile future next steps</li> <li>• Explore decision making process</li> </ul>	<p><u>Driftless Region</u> Atina Diffley</p> <p><u>Prairie Region</u> Atina Diffley</p>
<p><b>Session 3:</b> <i>Whole Farm Planning-- Investigating and Evaluating Potential Enterprises</i></p>	<p>Participants will:</p> <ul style="list-style-type: none"> <li>• Develop network through small group work with other Farm Beginnings participants</li> <li>• Expand network through exposure to Farm Beginnings' graduates</li> <li>• Investigate potential farming enterprises</li> <li>• Discuss potential enterprise with established and beginning farmers</li> </ul>	<p><u>Driftless Region</u> Panel of Farm Beginnings' Graduates</p> <p><u>Prairie Region</u> Panel of Farm Beginnings' Graduates</p>
<p><b>Session 4:</b> <i>Enterprise Planning— Determining Product, Services and Customer</i></p>	<p>Participants will:</p> <ul style="list-style-type: none"> <li>• Expand network through small group work with other Farm Beginnings participants</li> <li>• Learn from an established farmer about the concept of farming as an enterprise</li> </ul>	<p><u>Driftless Region</u> Jim Munsch</p> <p><u>Prairie Region</u> Jim Munsch</p>

	<ul style="list-style-type: none"> <li>• Examine product, services and customers for different farming enterprises</li> <li>• Develop a list of product, services and customers for a single farming enterprise</li> </ul>	
<b>Session 5:</b> <i>Enterprise Planning—  Enterprise Budgeting and Start-Up Considerations</i>	Participants will: <ul style="list-style-type: none"> <li>• Learn from an established farmer about the realities of planning for profitable enterprises</li> <li>• Expand network through small group work with other Farm Beginnings participants</li> <li>• Introduction to enterprise budgets and how to use them</li> <li>• Calculate budget items for a designated enterprises</li> <li>• Calculate budget items for one of their potential enterprises</li> <li>• Calculate start-up considerations and cost for one of their enterprises</li> <li>• Prioritize start-up cost for years one, three and five</li> </ul>	<u>Driftless Region</u> Laura Frerichs Heather Flashinski  <u>Prairie Region</u> Laura Frerichs Richard Ness
<b>Session 6:</b> <i>Enterprise Planning—  Information Management</i>	Participants will: <ul style="list-style-type: none"> <li>• Learn from an established farmer about the realities of planning for profitable enterprises</li> <li>• Be exposed to record keeping strategies used by established farmers (Production, Marketing and Financing)</li> <li>• Learn about different legal structures for farm enterprises</li> <li>• Be exposed to financial record keeping and tax reporting used on established farms</li> <li>• Learn about their legal rights and resources available to them</li> <li>• Assess skills with certain aspects of production</li> <li>• Begin work on Growing Season Learning Plan</li> <li>•</li> </ul>	<u>Driftless Region</u> Eric and Lisa Klein Parker Forsell FLAG  <u>Prairie Region</u> Connie Karstens and Doug Rathke Jim and LeeAnn VanDerPol Parker Forsell FLAG
<b>Session 7:</b> <i>Enterprise Planning—  Marketing Resource Panel</i>	Participants will: <ul style="list-style-type: none"> <li>• Be exposed and make connection to a wide array of angles in regards to marketing: producers, buyers, chefs, businesses ect...</li> <li>• Explore an array of marketing venues and vendors</li> <li>• Discuss marketing plans and investigate the basic marketing principles including: Product, Price, Place and Promotion</li> </ul>	<u>Driftless Region</u> Prescott Berg Panel  <u>Prairie Region</u> Greg Reynolds Panel

<p><b>Session 8:</b>  <i>Community Resources—  Connecting with Community, Legal and Financial Resources</i></p>	<p>Participants will:</p> <ul style="list-style-type: none"> <li>• Connect with business planning support resources, SBDC</li> <li>• Exposed to Farm Service Agency loan program</li> <li>• Exposed to traditional lending opportunities</li> <li>• Introduced to organizations working within sustainable agriculture communities</li> <li>• Continue drafting Growing Season Learning Plan</li> <li>• Analyze and prioritize components of business/production assessments</li> </ul>	<p><u>Driftless Region</u>  TBA</p> <p><u>Prairie Region</u>  TBA</p>
<p><b>Session 9:</b>  <i>Community Resources—  Participant Presentations</i></p>	<p>Participants will:</p> <ul style="list-style-type: none"> <li>• Support Farm Beginnings participants in the presentation of Farm Plans</li> <li>• Receive support and critiques from established farmers and resource people</li> <li>• Propose Farm Plan</li> <li>• Select short and long-term action steps to move closer to farm goals</li> </ul>	<p><u>Driftless Region</u></p> <p><u>Prairie Region</u></p>