



This plan is to be completed by the farmer(s) enrolled in the Journeyperson Course. It should address and include the basic components of whole farm planning and enterprise assessment. Upon completion, the plan will be shared with Land Stewardship Project staff, your mentor farmer, and your financial advisor, for the purpose of designing an individualized plan for the Journeyperson Course. Please make this as thorough as you can at this time.

Name(s) of Farmer:

Name of Farm Business:

Background Information and Farm Overview

1. Provide your farm resume: education, production experience, financial management experience, marketing experience and any related experiences. Please provide this for both applicants if you are in a partnership.
(Note: You may email your actual resume along with the application in place of filling out this area)

2. Provide a brief, general overview of your farming enterprise(s) for 2014.

3. Provide a brief, general overview of the goals for your farming enterprises in 2017.

4. Please provide your Holistic Goal or Quality of Life statement (a brief snapshot of the things that are most important to you).

Farm Enterprise Logistics

1. Where is your farm located (city, county, state)?

2. What were the average number of hours per week worked for each person who is an owner and/or partner in your farming operation (we know many are working MORE than full-time, but we are trying to determine how many full-time and part-time employees in your household – full-time is 40 hrs. per week and part-time is 20 hrs. per week) in 2014?

3. How many hours per week do you and your partner plan to work on your farm (we are trying to determine how many full-time employees in your household – full-time is 40 hrs. per week) in 2017?

4. How much hired labor did you use on your farm in 2014 (we are again interested in how many half-time and full-time employees you used on your farm)? **Note: if you have employees that are less than half-time, please include them as well. We are not asking about volunteer labor.**

5. How much hired labor do you plan to use on your farm in 2017 (we are again interested in how many half-time and full-time employees you intend to use on your farm)? **Note: if you have employees that are less than half-time, please include them as well.**

6. What is the total land base (including house and buildings) of your farm in 2014 and how many acres are either in production or cover crop?

7. What do you plan on your land base being for your farm in 2017?

8. List inventory of livestock (breeding stock, feeder animals, etc.)

9. Describe your farm equipment and infrastructure in 2014, 2015, and 2016 (please fill out separate Capital Purchases Timeline).

Marketing Information

1. How are you marketing your products this season (2014)?

2. Describe your target market (be as specific as possible in describing your customers)

3. What percentage of your products are marketed within 45 miles of your farm (we are not looking for an exact figure, but an educated estimation)?

Farm Financial Information

1. What was your farm's gross income in 2013?

2. What is your projected gross income for 2014?

3. What is your goal for your farm's gross income in 2017?

4. What percentage of your farm's gross income in 2013 did you reinvest in capital improvements/assets in operation (i.e. fencing, farm truck, cooler, tractor, implements, computer)? If you did not have a 2013 gross income for your farm, how much of your own (or someone else's) money did you invest in capital improvements/assets in your operation?

5. In 2013, what percentage of your family's overall gross income was generated from the farm and what percentage was generated from off-farm income?

6. In 2017, what is your goal for the percentage of your family's overall gross income to be generated from the farm and what percentage is to be generated from off-farm income?

7. What is your long-term goal for the percentage of total family gross income coming from your farm business, and when do you plan on achieving that?

Troubleshooting Areas

Please list 3 areas of your farming enterprise(s) that you would like help developing further.

References

Please list two references that can speak to your farming experience and commitment.