

LAND STEWARDSHIP PROJECT FARM BEGINNINGS 2010-2011: SESSIONS 1-9

SESSION	OBJECTIVES	PRESENTERS
Session 1: Whole Farm Planning— Introduction to Whole Farm Planning, Clarifying Values, Goal Setting and Resource Base Assessment Session 2: Whole Farm Planning— Sketching a Plan, Personal Assessments and Decision Making	Participants will: Gain an overall perspective of Land Stewardship Project and the Farm Beginnings Program Begin to develop a support network and make connections with other Farm Beginnings participants, Farm Beginnings presenters and LSP staff Identify and discuss personal values and goals Develop elements of their holistic goal Examine current resource base Create a potential list of products and services Participants will: Develop network through small group work with other Farm Beginnings participants Expand network through exposure to additional resources and resource people Discuss and appraise holistic goal process Explore a 5-year sketch of <i>Dream Farm</i> Assess individual skills and passions within the realm of farming enterprises Evaluate potential products and services Analyze assessments and compile future next steps Explore decision making process	Driftless Region Richard Ness Heather Secrist Prairie Region Audrey Arner Kent Solberg Driftless Region Atina Diffley Prairie Region Atina Diffley
Session 3: Whole Farm Planning Investigating and Evaluating Potential Enterprises	Participants will: • Develop network through small group work with other Farm Beginnings participants • Expand network through exposure to Farm Beginnings' graduates • Investigate potential farming enterprises • Discuss potential enterprise with established and beginning farmers	Driftless Region Panel of Farm Beginnings' Graduates Prairie Region Panel of Farm Beginnings' Graduates
Session 4: Enterprise Planning— Determining Product, Services and Customer	Participants will: • Expand network through small group work with other Farm Beginnings participants • Learn from an established farmer about the concept of farming as an enterprise	Driftless Region Jim Munsch Prairie Region Jim Munsch

	 Examine product, services and customers for different farming enterprises Develop a list of product, services and customers for a single farming enterprise 	
Session 5: Enterprise Planning— Enterprise Budgeting and Start- Up Considerations	 Participants will: Learn from an established farmer about the realities of planning for profitable enterprises Expand network through small group work with other Farm Beginnings participants Introduction to enterprise budgets and how to use them Calculate budget items for a designated enterprises Calculate budget items for one of their potential enterprises Calculate start-up considerations and cost for one of their enterprises Prioritize start-up cost for years one, three and five 	Driftless Region Laura Frerichs Heather Flashinski Prairie Region Laura Frerichs Richard Ness
Session 6: Enterprise Planning— Information Management	 Participants will: Learn from an established farmer about the realities of planning for profitable enterprises Be exposed to record keeping strategies used by established farmers (Production, Marketing and Financing) Learn about different legal structures for farm enterprises Be exposed to financial record keeping and tax reporting used on established farms Learn about their legal rights and resources available to them Assess skills with certain aspects of production Begin work on Growing Season Learning Plan 	Driftless Region Eric and Lisa Klein Parker Forsell FLAG Prairie Region Connie Karstens and Doug Rathke Jim and LeeAnn VanDerPol Parker Forsell FLAG
Session 7: Enterprise Planning— Marketing Resource Panel	Participants will: • Be exposed and make connection to a wide array of angles in regards to marketing: producers, buyers, chefs, businesses ect • Explore an array of marketing venues and vendors • Discuss marketing plans and investigate the basic marketing principles including: Product, Price, Place and Promotion	Driftless Region Prescott Berg Panel Prairie Region Greg Reynolds Panel

Session 8:	Participants will:	Driftless Region
Community Resources— Connecting with Community, Legal and Financial Resources	 Connect with business planning support resources, SBDC Exposed to Farm Service Agency loan program Exposed to traditional lending opportunities Introduced to organizations working within sustainable agriculture communities Continue drafting Growing Season Learning Plan Analyze and prioritize components of business/production assessments 	TBA Prairie Region TBA
Session 9:	Participants will:	Driftless Region
Community Resources— Participant Presentations	 Support Farm Beginnings participants in the presentation of Farm Plans Receive support and critiques from established farmers and resource people Propose Farm Plan Select short and long-term action steps to move closer to farm goals 	Prairie Region