

GENERAL OVERVIEW

- TIMING:
- 10 classes from Nov22 to Dec15
 - 10 classes from Jan10 to Feb2
 - 3 classes on odd weeks, 2 classes on even weeks
 - 6-to-8, on Tuesdays & Thursdays
 - 1-to-3, every other Sunday
- CONTENT:
- all online
 - 9 x qualitative classes
 - 9 x quantitative classes
 - 1 x guest speaker class (interviewing farmer(s) who are doing similar operations to what folks in the class have in mind) - Tue, Jan31
 - 1 x 2 hr class for a final discussion at end of program - Thu, Feb2

- 1 Tue, Nov 22 The HF example - *what will your future farm operation look like?*
QUALITATIVE CLASS
- informal meeting/introductions
 - the HF farm operation - a discussion and comparison, using photos & google map
 - present the HF operation in terms of size, retail value of crops vs. overheads, farm goals.
 - discuss the for-profit farm vs non-profit farm layout
 - present HF principles and farming styles. What are *your* farming principles / your farming style?
 - what are you trying to achieve with your future farm and how will that be reflected 'on the ground'?
- 2 Thu, Nov 24 classroom orientation / introductions - students, instructor, COG book, excel, 'class chosen topic' / exploring HOLISTIC element / introduce list of values / 'homework' expectations
QUALITATIVE CLASS
- slow, patient, collaborative approach; once you begin your business this part is hard to 'recover' - take your time to start right!
 - make sure you get the farm and lifestyle elements right before we move into the numbers to support that farm style and lifestyle you are looking for
 - look ahead to quantitative classes - will soon need to decide on ...
 - type of farm operation; for example for profit/entrepreneurial, not-for-profit/community farm, homestead/personal focused)
 - type of business structure; for example sole proprietor, partner corporation, co-op, non-profit
 - desired income. This can be expressed in either gross or net
- 3 Sun, Nov 27 'farming your personality' (activity), reflections, sharing
QUALITATIVE CLASS
- why do you want to farm? what are you trying to achieve with the farm?
 - examples ... self-sufficiency, full/part-time income/employment, food security/sovereignty for community, education, community employment, and much more)
 - farm goals, lifestyle goals; present, near future, further future
- 4 Tue, Nov 29 holistic planning (activity) - what parts of your lifestyle do you want to keep as a farmer (non-farming things)
QUALITATIVE CLASS
- farm income vs. farm hobby discussion
 - mapping exercise ... physically mapping the various things you want to keep in your life - where do these things happen? how often can you realistically do them?
- short, medium, long term vision activity - getting started
- 5 Thu, Dec 1 short, medium, long term vision activity - sharing, reflecting, learning from peers
QUALITATIVE CLASS
- what does the early days of your farm look like? where do you want to be in 3-to-5 years? 10 years?
 - how do you get there? by understanding what you are getting yourself into and making a plan to arrive at where you want to be
- marketing options for small to medium scale farms - intro
- 6 Tue, Dec6 marketing options for small to medium scale farms - continued
QUALITATIVE CLASS
- identifying sales/marketing options by examining direct vs. indirect sales methods; what methods are best for you?
 - discussing the blended marketing approach and the holistic marketing approach
- 7 Thu, Dec8 marketing options, continued
QUALITATIVE CLASS
- marketing mapping exercise here - mapping your farm, home, and market ... does it all make sense? is it possible to ac
 - promotion methods; class discussion, focusing on marketing methods class has chosen for themselves
- 8 Sun Dec11 exploring appropriate farm diversification
QUALITATIVE CLASS
- identify, and respect, your '#1 money maker'
 - achieving 'farm flow'

- working outside the farm ... is this appropriate for you?

- 9 Tue, Dec13 Inventory - buildings, equipment, human resources, land
QUANTITATIVE CLASS - begin to identify items needed, begin to start to itemize costs; identify potential overheads
- compare vs Hayes Farm year 2018 inventory (start-up year), examine HF expenses from 2018-to-2021
COG book - step 1 - setting your financial goals
- how much money does your farm operation need to make? how much money do *you* need to make?
- where will you sell your goods to achieve your gross (or net) sales targets?
- 10 Thu, Dec15 Farm business accounting / bookkeeping intro
QUANTITATIVE CLASS - differentiating operating costs vs fixed costs
- setting up your farm books; review Stats Can statement of farming activities
- income & expense recording
- what is meant by tax 'write-offs' and how does this work in practice?
- should you register as a farm business (farm business number)?
- should you invest in farm insurance and how does this work in practice?
- business structures ... for profit: sole proprietor, partnership (general vs. limited), co-op, corporation. Non-profit, charity, social enterprise.
- explore Alternative Models For Small Farm Start-Ups
COG book - step 2 -intro - decide on farm products, decide on potential markets
- clearly identifying your products and services and assign value/prices to them
- 11 Tue, Jan 10 COG book - step 2 - continued - set sales target for each market, create the harvest target worksheet
QUANTITATIVE CLASS - set a target sales figure for each of your chosen markets
- develop a plan of how to achieve those sales figures
COG book - step 3 - plan each individual crop from start to finish, create a preliminary field planting schedule
- develop a plan of how/when to start each farm product and/or each farm service to achieve your sales targets for each of your chosen markets
- 12 Thu, Jan12 elevator speech
QUALITATIVE CLASS - trying to simplify their farm vision in order to 'sell it' to their friends/families/colleagues/acquaintances
additional elements to include in your farm business plan
- mission/vision statement, your 'differentiating factor', market analysis, market research, SWOT analysis, Cash flow analysis and/or Revenue Projections description
- 13 Sun, Jan15 COG book - step 4 - create field blocks, create field block maps
QUANTITATIVE CLASS - determine how much physical space is needed for your farm products & farm services; do you have enough space available to you?
- place (plan) your farm products/services on your future farm operation
- 14 Tue, Jan17 COG book - mid-point review of process so far
QUANTITATIVE CLASS - a great time to catch up a bit, check in with peers, ask questions
- 15 Thu, Jan19 COG book - step 5 - decide on specific crop varieties, create the final field planting schedule
QUANTITATIVE CLASS - based on days to maturity, seasonality, market preference, taste, storage, OP vs hybrid and much more
- finalize your planting schedule based on the specific varieties you have chosen
- 16 Tue, Jan24 COG book - step 6 - create greenhouse schedules for each individual crop, create a greenhouse planting schedule
QUANTITATIVE CLASS - for crops that need a head start, develop a schedule of when to start them
COG book - step 7 - completing the seed order
- tips and tricks to order in enough seed, but not too much seed
- 17 Thu, Jan26 COG book - step 8 - create a field operations calendar

QUANTITATIVE CLASS

- this is your farm operational plan, to go hand-in-hand with your business plan

18 Sun, Jan29

QUALITATIVE CLASS

"finding funding for a farm startup"

- no homework in this class = time to continue to polish up your farm operational plan and farm business plan

19 Tue, Jan31 GUEST SPEAKER CLASS

1 Interviewing farmer(s) who are doing similar operations to what folks in the class have in mind

- no homework in this class = time to continue to polish up your farm operational plan and farm business plan

20 Thu, Feb2 CLASS DISCUSSION

1 Last class of year. A chance for students to articulate their final farm vision, and present both/either the farm operational plan and farm business plan