

2014 NE BFLN Professional Development Training

October 27-29, 2014

Example Trainer Actions

Based on what you have learned in the past 3 days,	
What changes will you make to your own BF training programs/services?	How will you monitor BF changes as a result of improved training/services?
By 12/31/14: Determine topics for a 2016 financial planning workshop series, and consider having the carrot project present a skeletal business plan writing/cash flow farmers can use.	2016 Winter workshop evaluations at end of series. Workshop evaluation on obtaining credit workshop.
By 1/30/16: Welcome a local farmer to present at future financial planning classes as a best practice of how they implemented a financial plan.	Have a workshop evaluation at end of financial plan class. Also offer TA at end of series and follow up with attendees in fall to see changes I made.
By 6/30/15: Hold advanced pricing and market channel workshops that integrate wholesale pricing components.	Workshop evaluations
By 1/31/15: Integrate material from the "identifying credit readiness" talk into farm finances workshops	Regular evaluations forms filled out for all CCE programs
By 6/30/15: Work more closely with local food distributors in my county to interest/prepare/convince more farms to explore wholesale market channels.	Collect direct feedback from individual farms on marketing/sales channels they are utilizing
By Fall 2015: Connect the 2 computer literate farmers I work with other service providers so they can get good record keeping training	Are they connected and getting help or not - are they keeping better/more easily useable records?
By fall 2015: Work within cultivating community to develop a way / staff capacity to do more consulting work with other groups that want to work with immigrants/refugees	Hopefully more service providers will feel like they can reach into diverse communities and be effective
By 4/15/14: Develop an intern/apprentice/initial BF comprehensive curriculum for 15 to 22 year olds with assessment tool	Track results of assessment tools to measure learning and understanding of interns and apprentice who are considering becoming BFs
By 1/30/15: Design a whole farm pasture record system	Soil tests showing improvements. Ability of farmers to make their own improvements
By 3/1/15: Learn Quickbooks and/or explore and understand other record keeping technology that will aid farmers in their decision making	Be able to teach to participants record keeping tech, and have them show me how they will utilize it in following seasons
By 12/31/14: Utilize HM filter sheet with participants	Collect at least one filled out HM filter sheet per participant
By 1/31/15: Conduct the first of yearly business plan reviews by NOFA-NJ staff, business professionals, and farmers with beginning farmers. We will work on helping BFs bring their plans up to date with current/accurate info.	Follow up with BF participants to ask if they are still sticking with current plan or if changes need to be made
By 3/31/15: Work with BFs on preparation for loan applications, including mock loan reviews like in the teaching activity	Evaluate BFs before and after activity to measure their change in understanding of what loan officers are looking for

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By 4/30/15: Work with 2 farmers on creating their Farm Family Goals	Monitor them closely using phone calls/emails/periodic surveys to evaluate how having a FFG has affected their decision making
By 4/1/15: Have completed a multi-session workshop for BFs who have been farming 4-7 years	Farmers who have been farming 4-7 years have identified the barriers in their business and developed ways to correct them
By 5/1/15: Help 5 BFs to evaluate, revise or develop a marketing strategy for their farm business	Work with >10 BFs on marketing strategy. Continue to stay in touch with them and see who has developed a strategy.
By 3/15: Develop/encourage better farmer record keeping templates to capture labor data and better partial budgeting data to make better investment decisions / analysis.	As part of our annual farm financial survey, and 1-1 TA sessions with growers, ask about record keeping strategies or to see farm records to help them understand value of data to make management decisions
By 6/15: Schedule another advanced/basic Quickbooks training paired with follow up TA hours (carrot project)	Number of farmers who adopt QB record keeping, monitor TA hours/topics/requests and work with farmers on analyzing data to make management decisions
By 4/15: Work on adapting a produce quality guide for our growers on wholesale quality for our food hub, and schedule produce quality labor directive for livestock chores (SOPs)	Increased product quality delivered to food hub during growing season. Decrease % culls in tomatoes delivered. Increase CSA customer retention rate
By 3/15: Organize and facilitate a farmer to farmer discussion about record keeping systems. Participants will be expected to bring their system or system highlight.	Follow up with discussion participants mid-season 2015 to see if they implemented any changes in their record keeping system.
By 5/15: Further develop my TA toolbox with improved partial budget analysis templates and explanation for what it helps.	In-season and post season follow up with 4 farmers about decisions made and outcome of those decisions.
By 10/15: Integrate holistic values and visioning goals into coaching sessions with CRAFT 2015 participants.	Follow up with 2015 CRAFT participants in late fall 2015 and winter 2016 to see how they are integrating those into farm planning.
By 1/15: Review farm records to make sure that our training program is preparing new farmers to develop the types of record keeping tools that lenders want.	Pre/post assessment; incubator applicants will be required to develop and present more records
By 5/15: Create an advisory committee of lenders and local business people to review new farmer business plans and incubator farmer performance.	Four business plans will be reviewed and feedback given by advisory committee that includes farmers, bankers and ag marketing professionals.
By 3/15: Work with our farm manager to develop a farm task checklist for our training program participants so that they get in the habit of keeping good records.	Completed farm checklist will create record of this new aspect of our training