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| **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 distributers 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 |
| 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 |