

On Farm Field Workshops

General info

- Start with a tour of the farm/facilities along with short discussion of history/background
- Weekday workshop, generally held in the morning during a 2-hour time block
- Light refreshments will be provided by the project for all attendees
- Copies of handouts/useful info can be made for attendees if need be
- Attendees can be provided with boot covers if farm prefers
- Agenda for the day will be developed in conjunction with the farm as to keep the event on track
- The project asks a series of pre-and post-workshop questions for reporting purposes and to understand further the needs of those attending

Content for discussion

- **Discussion of farm management decisions**
 - How do you define/measure success on your farm?
 - Where does the farm have a competitive/differential advantage?
 - What systems/structure do you have in place that helps the business operate in the day to day?
 - Do you have a mission and vision statement and would you share that with the group?
 - What big steps has the farm taken as a result of the mindset changes you've made? Are there particular facilities/enterprises that you can discuss and showcase?
 - Do you do a SOWT analysis regularly for the farm business? If so, what are some of the recurring things that come out of it
- **Discussion of marketing decisions**
 - What are your market channels and what led you to take that/those direction(s)
 - Have the channels changed through the years, if so, why?
- **Discussion of finances**
 - How does your business define profitability?
 - What records do you keep that help you determine profitability?

- Describe the financial statements you use that help you manage profitability
- How has analyzing these statements helped give you the answers to which direction the business should take?
- Benchmarks – what are yours/how did you develop them?