



2011-2012 HUDSON VALLEY FARM BEGINNINGS®

- 1. October 15, 2011, "Clarifying Values, Setting Personal and Farming Goals" (Held from 10AM to 4PM.)**
This class will include a general introduction to the program and will begin with exercises to clarify concepts surrounding personal values and professional goals as they relate to each person's dream of developing his/her own farm. During the lunch break there will be a tour of Hawthorne Valley Farm.
- 2. October 29, 2011, "Shaping Your Farming Enterprise – Assessing Your Skills; Testing Your Decisions and Learning How to Budget" (Held from 10AM to 4PM.)**
This session will begin with a discussion of how to assess one's farming and business capabilities and how to expand one's skill base. Then we will move on to discussing how to test farming decisions as enterprises are developed and we will begin to research and create meaningful enterprise budgets as a prerequisite for developing a sound financial plan. Finally we will work on putting our goals into a short/medium/long term timeline.
- 3. November 12, 2011, "Whole Farm Planning – Developing your Action Plan, Understanding Your Land Base, Integrating Livestock (Held from 10AM to 4PM.)**
The day will begin with a review of the goals spreadsheet. We will then take those goals and develop them into a personal strategic action plan. Conrad and Claudia Vispo of the Farmscape Ecology Program will help us understand how to assess and manage the ecological aspects of our farms as a natural resource. Holistic Management Guidelines for land management will also be discussed.
- 4. December 3, 2011, "Finances, Part I – What is Financial Planning? Learning the Terms – (Held from 10AM to 4PM.)**
A general discussion about finances and the relationship between all financial tools will start this session. We will begin the two part Holistic Management Financial Planning presentation and begin to consolidate our enterprise budgets into a yearly income statement.
- 5. December 17 2011, "Finances, Part II – Creating An Annual Income and Expense Plan." (Held from 10AM to 4PM. (Held from 10AM to 4PM.)**
This is where "the rubber meets the road". We will create together an annual income and expense plan that will be based on a "case study" for a beginning farmer couple. At the end of the session, participants will be asked to continue their with their own "mock" (or actual) annual income- expense plan for their farming operation.
- 6. January 7, 2011, "Developing a Marketing Strategy - Creating a Business and Marketing Plan" –What makes a good business plan and how to develop a marketing strategy will be discussed. A farmer will join the class to talk about his/her own business planning and the growth of their marketing strategy during their farming career. Students will begin to work on a written marketing plan at the end of this class.**
- 7. January 28, 2011, "Land Access and Land Tenure." (Held from 10AM to 4PM.)**
After an introduction, a farmer panel discussion of land tenure will take place, highlighting stories of farmer land acquisition. For the afternoon session, participants will share their individual farming plans for the near/far future.