

# Whole Farm Plan

## Introduction to Whole Farm Planning

### Brainstorming

#### **Objectives:**

- Understand the various components and facets of a beginning farm enterprise and the input needed to become sustainable.
- Determine the reality of establishing a farm enterprise by exploring motives, resources, and personal goals related to the farming industry.

#### **Questions to Answer:** (Expand on Worksheets 1&2 in “Introduction to Whole Farm Planning”)

- What are your motivations to start a farm?
- What resources do you have to make this farm a reality?
- How much capital are you able to invest?
- Do you have suitable farmland?
- Do you want to farm full or part time?
- What kinds of production practices do you need to know?
- How and where will you market what you will grow or raise?
- Do you have the skill, knowledge, and networks to be successful?
- What does a successful farm look like to you?

#### **Describe your new farming enterprise:**

- What products will you raise?
- What size will it be?
- Where is it located?
- Who is involved?
- What makes it unique?

# Whole Farm Plan

## Beginning Organization

### ·**Whole Farm Goals:** Farm Goals Worksheet in “Introduction to Whole Farm Planning”

- Quality of Life
- Forms of Production
- Future Resource Base

### ·**Inventory of Resources and Preferences:**

- Quality of Life Preferences-Quality of Life Worksheet in “Intro. to Whole Farm Planning”
- Personal Resources-Worksheet 6 in “Intro. to Whole Farm Planning”
  - personality strengths and weaknesses
- Land & Infrastructure Resources-Worksheet 7 in “Intro. to Whole Farm Planning”
  - already owned
  - planning to purchase/rent
- Financial Resources-Worksheet 8 in “Intro. to Whole Farm Planning”
- Production and Stewardship Preferences-Worksheet 9 in “Intro to Whole Farm Planning”
  - scale of operation
  - degree of diversity and how components will be integrated
  - how you will reach your stewardship goals given what you know about the land and resources at your farm site.
- Marketing Options and Preferences-Worksheet 10 in “Intro. to Whole Farm Planning”
  - direct vs. wholesale
  - consider location of farm, accessibility of markets, marketability of your product, associated marketing costs, legal issues, and your personal/family characteristics and values

### ·**Define Action Plan- With Timeline**

- What technical skills need to be acquired?
- How can suitable farmland be obtained?
- What land resources are available?
- How can the necessary financial resources be acquired?
- What business management skills and resources are needed?
- What kind of market research needs to be completed?
- What personal farming network exists?
- How do your family lifestyle goals fit into your farm enterprise timeline?
- How do your personal/community goals fit into your farm enterprise timeline?