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?