



Hawthorne Valley Farm Learning Center Schedule for HUDSON VALLEY FARM BEGINNINGS®

- 1. October 17, 2009, "Clarifying Values, Setting Personal and Strategic Business Goals" (Held from 10AM to 4PM.)**

This class will include a general introduction to the program and to the first session by clarifying concepts surrounding personal values, professional goals and strategic and business planning as they relate to each person's dream of developing his/her own farm. This will be followed by farmer panelists who will discuss these ideas in relation to their own farm enterprises. During the lunch break there will be a tour of Hawthorne Valley Farm with Farm Manager, Steffen Schneider. Afterwards, a featured experienced farmer will present his/her farm in detail. The day will then finish with activities to help articulate participants' farming goals.
- 2. October 31, 2009, "Analyzing the Situation: Strengths, Weaknesses, Opportunities and Threats." (Held from 10AM to 4PM.)**

This session will begin with a sharing of quality of life goals that were developed as part of the program homework and will then proceed to a farmer panel covering the topic of how to assess one's farming and business capabilities and how to expand one's skill base. A slide presentation from a working CSA will proceed lunch, followed by the completion of the Purdue Skills Assessment and BD Skills Assessment Lists. The day will then end with an activity covering farm missions and goals.
- 3. November 14, 2009, "Managing Your Resource Base." This class will be held at Roxbury Farm. (Held from 1 to 5PM.)**

The day will begin with a discussion including the directors of the Farmscape Ecology Program and the farmers at Roxbury Farm concerning understanding and managing the ecological and production aspects of a farm as a natural resource. A tour of Roxbury Farm will follow and then the day will end with a review of each student's Production Goal homework.
- 4. December 5, 2009, "Creating a Business Plan." (Held from 1 to 5PM.)**

What makes a good or bad business plan will be discussed. A farmer panel will follow the day's introduction, followed by a talk with a business planning professional and a review of each student's Holistic Goals. The first homework in creating each participant's own business plan will be given at this time.
- 5. December 19, 2009 (this date is tentative), "Marketing, Part I." (Held from 1 to 5PM.)**

The definition of marketing and differing ways to market products will be discussed. A farmer panel will discuss their marketing needs and how they have changed over time. Students will break into smaller groups for a Case Clinic, to look at different ways to approach their own marketing needs. The day will end with a sharing of Mission and Vision Statements by the students.
- 6. January 9, 2010, "Marketing, Part II; Infrastructure for Different Marketing Strategies. How to Develop Pricing Strategies." (Held from 1 to 5PM.)**

The day will start with a farmer panel to further discuss product marketing. Then the topic of developing a pricing strategy for CSA's will be headed by a CSA farmer. A discussion and sharing of current homework, including business and marketing goals and pricing/distribution and promotion sheets, will end the day.
- 7. January 23, 2010, "Assembling Financial Data. An Introduction to Budgeting and Your Beliefs about Money." (Held from 1 to 5PM.)**

A general discussion about finances and the relationship between all financial tools will start this session. The farmer panel will be a presentation on farm budgets and profit/loss sheets. The students will then take part in an activity to create farm budgets, followed by a review of homework concerning building a budget.
- 8. February 6, 2010, "Land Access and Land Tenure. (Held from 1 to 5PM.)**

After an introduction, a farmer panel discussion of land tenure will take place, moderated by Kathy Ruhf, of Land for Good. Business plans will also be finished to prepare for presentation during the final course session.

9. *February 27, 2010, a review of all the past eight sessions and sharing of completed business plans.*