

Is a Small Farm in Your Future? A Cultivating Success™ Workshop

This one-day workshop is designed for anyone interested in exploring options for a small farm enterprise. This may include individuals new to farming as well as more experienced farmers looking to change directions or add a new component to their existing farm operation.

Suggested workshop format: full day (9 am to 3 pm) with a two short breaks and a lunch. Lunch can be provided at cost or attendees can be asked to bring their own food.

Suggested instructors: ideally this workshop is presented as a team effort with two Extension Educators, one with horticulture or cropping systems expertise and one with livestock experience. One team member could also be an experienced Cultivating Success™ farmer with expertise in one or both areas.

Farmer participation: this workshop is designed to be offered without a farmer in attendance, though it would certainly be strengthened if a farmer were included in the day. In lieu of a farmer in attendance, the use of video presentations from Idaho farms is recommended.

Suggested workshop fee: \$10-\$25 depending on cost of refreshments, and if paying a farmer an honorarium. Suggested farmer honorariums are \$100 for participation in full workshop or \$50 for a lunch presentation only.

Suggested workshop size: Because this course involves plenty of discussion, activities and sharing, between 12 and 20 individuals allows for time with each participant and opportunities for interaction.

Included materials:

Workshop flyer

Example welcome email to participants

Day of workshop door sign

Workshop sign in sheet

Four PowerPoint Presentations

Handouts and tips for four in class exercises

University of Idaho Extension Small Farm Videos (available by request)

Suggested supplemental handouts (links and PDF files)

Evaluation form (SurveyMonkey or printed available)

Example follow-up email to participants

Welcoming participants:

Course facilitators are encouraged to send a welcome email to participants a few days before the workshop. This gives participants important information related to course location, expectations, and helps them prepare. This also gives facilitators the opportunity to relay any details that may have been missed during the registration process. An example email is below:

Dear Participants,

Thank you for registering for the upcoming Ada County session of “Is a Small Farm in Your Future,” a Cultivating Success™ workshop presented by University of Idaho Extension. The workshop will be held this Friday, March 24.

We are starting at 9 am, and will have coffee, tea, and light refreshments for you throughout the day. **You will need to bring your own lunch.** There is a Fred Meyer, a pizza place, and fast food in the area, but we’d like to spend lunchtime networking with each other, if possible. There is a full kitchen with fridge, stove and microwave on site.

The workshop will be held at the University of Idaho Extension, Ada County office in Garden City. The address is **5880 Glenwood St.** We have ample parking. Here is a map to the office: <http://mapq.st/2nNbtr7>

Please consider bringing a notebook, a calculator, a laptop, notebook or tablet computer, if you have one. Also consider bringing a printed map of your property, if you wish. Any size is fine, regular paper, no need to be very fancy, you just may want it as a reference. You may find aerial photos of your property to print at: Google Maps <http://maps.google.com>. If you don’t have a property yet, that’s fine! You will create a “dream map!”

We can’t wait to meet you and help you explore some of the options available to you and identify promising options for you, your family and your land. If you are taking this class with a friend, family member or farming partner for whom we did not collect an email address, please make sure they have this information too!

If you get lost or have any issues on Friday morning, please call 208-287-5900.

-Ariel

Ariel Agenbroad, MS
Area Extension Educator, Food Systems & Small Farms

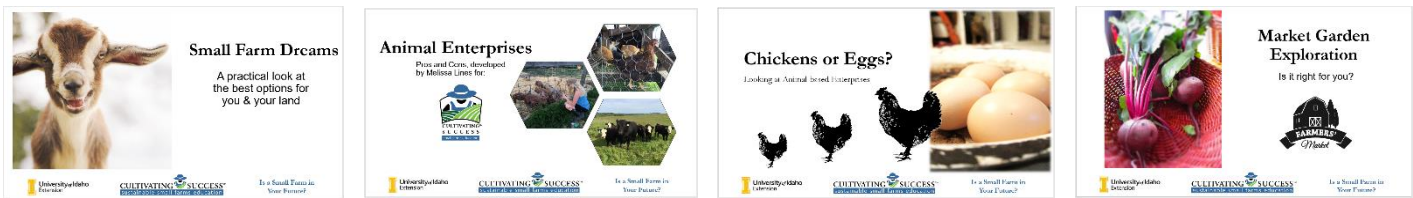


Suggested schedule:

Is a Small Farm in Your Future	
Time	Activity
9:00 AM	Signing in, enjoying refreshments, visiting, browsing information tables, picking up handouts for first session. Participants are asked to complete Exercise 1: Personal Inventory.
9:30 AM	Welcome and introductions, ice breaker activity: participants share one item of particular interest from Exercise 1.
9:45 AM	Presentation: Small Farm Dreams
11:00 AM	Break for Exercise 2: Resource Review
11:30 AM	Videos. 2 fifteen minute videos.
12:00 PM	Lunch break
12:30 PM	Presentation: Introduction to Market Gardening
1:00 PM	Q&A
1:15 PM	Presentation: Chicken or Eggs? Livestock Enterprises
1:45 PM	Q&A
2:00 PM	Exercise 3: Enterprise Analysis
2:15 PM	Sharing: In small groups or whole group, participants share their top ranking enterprise idea and reasons for ranking.
2:45	Five minutes for Exercise 4: Action Plan
2:50 PM	Sharing: Action Plans. Each participant shares a highlight from their worksheet.
3:00 PM	Adjourn. Evaluations can be done at this time, or can be sent via email.

Course Materials

PowerPoint Presentations



These presentations may be adapted to more fully represent the enterprises and opportunities in each region. The livestock presentation in particular can be designed so that links to local businesses can be inserted.

The presentations are designed to be delivered in approximately ½ hour with time for questions following, or in 45 minutes if significant questions arise during the presentation.

Video Presentations



These four videos were created in 2001 and are available by email request to info@cultivatingsuccess.org. While they are older, the information is still very relevant and engaging. When a farmer is not available to come speak to the class, the videos stand in as virtual tours/case studies. The videos in their entirety range from 13 minutes to 44 minutes, but are broken up so that instructors can choose which segments to present.

Exercises

These exercises are based on a number of activities used by Cultivating Success™ courses throughout the past 17 years. They have been simplified for this introductory class.

Exercise 1: Personal Inventory - This exercise allows participants to self-identify personal strengths and preferences related to farm-based businesses. The characteristics that they select can help influence the type of production and marketing strategies they will employ, as well as guide goal setting and decision making. This exercise is conducted as the workshop begins.

Exercise 2: Resource Review – This is an abbreviated version of the more comprehensive resource evaluation that participants may conduct during a longer course. It is meant to provide a starting point for reviewing the physical, market, labor, financial and support resources available to them. They may simply

mark a yes or no in each category, or insert one or two work answers. It is helpful but not essential if they have a map of their property to refer to when completing this exercise. This exercise comes after the presentations and videos.

Exercise 3: Enterprise Analysis – After participants have thought about their personal strengths, preferences and priorities, and evaluated their resources, they can more accurately evaluate potential or existing enterprise suitability. For this exercise they will choose up to four enterprises and rank them on how well each enterprise fits their current resources, how profitable it may be, whether it supports quality of life, and how ready participants may be to pursue or continue this enterprise. This exercise comes after the presentations, videos and Exercise 2.

Exercise 4: Action Plan – Designed to be completed quickly at the close of the workshop, this exercise provides a place to record participants intended next steps, whether it be an action, reaching out to a contact, or find information or answers beyond the scope of class. Participants may fill out the entire worksheet, or just one section. Encourage participants to share aloud their priority next step.

Recommended Reading/Handouts

Course facilitators may choose to print copies of the PowerPoint presentations, and any other supplemental handouts they feel are appropriate. Here are some suggested titles:

University of Idaho Extension Publications:

Community Supported Agriculture in Idaho: Seasonal Eating Week by Week

<http://www.extension.uidaho.edu/publishing/pdf/CIS/CIS1187.pdf>

Community Supported Agriculture: A Marketing Strategy for Small Acreage Producers

<http://www.extension.uidaho.edu/publishing/pdf/CIS/CIS1173.pdf>

Buying Locally Raised Meat for Custom Processing

<http://www.extension.uidaho.edu/publishing/pdf/CIS/CIS1222.pdf>

Additional titles at:

<http://www.extension.uidaho.edu/resources1.aspx?title=Small%20Acreage%20Farming&category1=Small%20Acreage%20Farming>

Recommended Reading/Handouts, continued

ATTRA Sustainable Agriculture Publications (NCAT is a Program of the national Center for Appropriate Technology www.attra.ncat.org).

Direct Marketing: <https://attra.ncat.org/attra-pub/download.php?id=263>

Market Gardening: A Start Up Guide: <https://attra.ncat.org/attra-pub/download.php?id=18>

Equipment and Tools for Small Scale Intensive Crop Production:

https://attra.ncat.org/images/buttons/button_download_pdf.png

Integrating Livestock and Crops: <https://attra.ncat.org/attra-pub/download.php?id=481>

Small Scale Livestock Production: <https://attra.ncat.org/attra-pub/download.php?id=371>

Evaluation

Evaluation for this course is standardized and should be the same for every offering. The evaluation was co-created with Soren Newman, and is designed to capture useful, reportable outcomes from participants. Please encourage participants to complete the paper survey at the end of the workshop, or email the evaluation survey link to participants no later than 48 hours after the workshop. Work with your Cultivating Success coordinator to access the survey online.

Follow up with Participants

Following the workshop, it is helpful to email participants a link to the evaluation survey, plus digital copies of the PowerPoint presentations. Often, subjects or questions arise in the workshop that the facilitator may have to explore and provide further information. A follow up email is a good way to share this. Here is an example follow up email:

Dear Participants,

It was so lovely to meet you all a week ago and start or expand your small farm journey.

Please take a moment to complete our evaluation of the workshop using a quick online survey:

<https://www.surveymonkey.com/r/IsASmallFarmInYourFuture>

Attached are the electronic versions of the slideshows we presented to you as well as a checklist of common regulatory service providers!

Don't forget to check out our other course offerings throughout the next few months on

<https://www.cultivatingsuccess.org/programs>.

Also, for those of you who attended the workshop and who wished to connect further, an authorized sharing of your contact information, please find attached our class email list.