



January 3, 2022

Business Planning Virtual Workshop Series Financial, Marketing & Risk Management Planning

Geared to New, Beginning & Expanding Vegetable & Small Fruit Producers

All Sessions (6), Thursday Evenings 7:00 - 9:00 pm
January 27, February 3, 17, 24 & March 10, 17

- *Are you thinking about starting your own farm?*
- *Are you a beginning farmer and wonder what's out there for assistance to fund capital improvements and upgrade your equipment?*
- *Where can I go to get production advice/information?*
- *Do you want to upgrade your marketing outlets but don't know how to go about doing this?*
- *Do you want to learn how to better manage risks on your farm especially in light of recent adverse weather?*
- *Are you a small farmer looking to grow and expand your business?*

If you answered “**Yes**” to any of the above then this business planning workshop can help you answer those questions. National Crop Insurance Services in conjunction with the UMass Extension Risk Management Education Program is offering this workshop series at **no cost** to participants. Each session will include a formal presentation on the subject topic as well as guest speakers who are farmers or agricultural service providers with experience in the topics and provide adequate time for questions. The workshop series is open to all regardless of location.

This is a great opportunity to learn about a variety of topics that can benefit your farming operation.

To register, email either Tom Smiarowski: tsmiarowski@umass.edu or Paul Russell: pmrussell@umass.edu and include your name, email address and location (City/Town & State).

A description of each session follows:

Description of Sessions

Session 1 (January 27): Financial Planning

This session will focus on basic financial planning and include information on preparing a Balance Sheet and Income Statement. Guest speaker is Chris Laughton, Director of Knowledge Exchange & Farm Start Program Manager, Farm Credit East, who will explain how Farm Credit East uses financial statements in making credit decisions and what you as a potential borrower should focus on.

Session 2 (February 3): Marketing Basics

This session will explain basic marketing principles including the 5 P's (Product, Price, Place, Promotion & People). Participants will learn how to identify their audience and in turn target that audience. Guest speakers will include farmers discussing how they have gone about identifying and targeting their audience.

Session 3 (February 17): Risk Management

This session will look at the 5 areas of risk (Production, Marketing, Financial, Human Resources and Legal). Participants will learn how to complete a SWOT (Strengths, Weaknesses, Opportunities & Threats) Analysis on their operation. Guest speakers will include farmers explaining how they manage risks on their farms.

Session 4 (February 24): Production Management

This session will focus on where to find information on production issues and Best Management Practices (BMP's). Guest speakers will include representatives from Extension as well as a young farmer who will explain the sources he uses to obtain production information as well as how he goes about deciding what crops to grow in his operation.

Session 5 (March 10): Government Programs/Outside Assistance

This session will focus on the availability of the plethora of Federal, State & outside assistance that is available to farmers to help address a wide range of agricultural issues. Guest speakers will include representatives from Federal, State and private organizations who will provide an overview of their programs as well as how to obtain program benefits. Extra time will be made available for questions.

Session 6 (March 17): Putting It All Together

This session will focus on taking all the information from the previous 5 sessions and putting it all together to develop your own financial, risk and marketing plans. Guest speakers will include farmers who served as previous guest speakers relaying their personal experiences in this session.

Each session will include a homework assignment in which you will take the information discussed during the session to complete your assignment. Don't worry you won't be graded and you don't have to submit the assignment! The purpose of the assignments are to get you to put to use in your operation the information covered during each session!

This is workshop is supported by USDA/NIFA under Award Number 2018-70027-28588 and open to all interested parties. UMass Extension works in partnership with National Crop Insurance Services, the USDA National Institute of Food and Agriculture and the Northeast Extension Risk Management Education Center to educate Massachusetts and New England producers about Federal Crop Insurance and USDA Disaster Assistance Programs. For more information, please contact UMass Risk Management Educators Paul Russell at pmrussell@umass.edu or Tom Smiarowski at tsmiarowski@umass.edu. Additional funding provided by the University of Vermont, supported by USDA/NIFA under Award Number 2018-70027-28584. The University of Vermont works in partnership with the USDA National Institute of Food and Agriculture, the University of Minnesota Digital Center for Risk Management Education and the Northeast Extension Risk Management Education Center to educate Vermont and New England producers about agricultural risk management, Federal Crop Insurance and USDA Disaster Assistance Programs. For more information, please contact UVM Agricultural Risk Management Education Coordinator Jake Jacobs at jake.jacobs@uvm.edu. The USDA prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital status.