

Why New Farmers and Ranchers Program?

- ❑ The local food movement is growing in Colorado.
- ❑ Local farmers' markets are thriving and can provide an excellent inroad for new farmers or livestock producers.
- ❑ The average age of farmers in the U.S. continues to rise and is 58 years of age or older.
- ❑ Fewer individuals are choosing farming and ranching as an occupation.
- ❑ Entry costs into farming or ranching have never been higher.
- ❑ Those interested need an opportunity to sort through the realities of farming and ranching and determine if they should pursue it as a career.

This program is intended for those with experience who are serious about starting, expanding, or enhancing their farm or ranch operation in the coming year through conventional or alternative markets.

Application and Registration

Application is available online:
<https://archuleta.extension.colostate.edu/building-farmers-and-ranchers/>

**DEADLINE for application is
January 3, 2022.**

Return your application to:

CSU Extension – Archuleta County
Colorado Building Farmer Program
PO Box 370
Pagosa Springs, CO 81147

Class size limited to 12

Classes will be held at:

CSU Extension Office- Archuleta County
344 Hwy 84
Pagosa Springs, CO 81147

For more information:

Robin Young, CSU Extension Archuleta County
(970) 264-5931
Robin.Young@colostate.edu

CSU Extension is training a growing segment of market farmers and ranchers on how to strategically develop a business, manage its risks, and succeed in diverse markets. The Colorado Building Farmers Program is becoming an important incubator for Colorado's local and regional food production and marketing systems.



BUILDING FARMERS
COLORADO STATE UNIVERSITY
EXTENSION

2022
Archuleta County
Building Farmers and
Ranchers Program

Building Capacity
Building Community



CSU Extension programs are available to all without discrimination.

Classes Taught by Farmers and Ranchers

The Colorado Building Farmers and Ranchers program builds community and capacity in agriculture through classroom learning for beginning farmers and ranchers. The program is a series of eight evening classes designed to help new farmers and ranchers explore agriculture as a business and provide intermediate and experienced farmers and ranchers with tools and ideas to refine and enhance their business management, production, and marketing skills. The outcome of the course is for participants to create a business plan.

Who Should Participate?

- ❑ **New Farmers/Ranchers:** <1/4 acre farmers/<100 acres ranchers and/or < 1 year and/or intern, apprentice level experience (large garden, on-farm, or ranch)
- ❑ **Intermediate Farmers/Ranchers:** Production, marketing manager or sole operator, >1/4 acre farmers/>100 acres ranchers for <3 years
- ❑ **Experienced Farmers/Ranchers:** Production, marketing manager or sole operator, >1/4 acre/>100 acres rancher for >3 years

Cost

- ❑ **New and Intermediate Farmers and Ranchers** - \$200 for all 8 sessions (\$300 for two people from same operation with one set of handouts). Includes course material.
- ❑ **Experienced Farmers and Ranchers** - \$150 for all 8 sessions or \$25 per class



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Tentative Program Schedule

6:00 – 8:30 p.m.

January 12, 2022: Planning for Farm Business Success

We will help businesses identify vision/mission statement, their short-term and long-term goals with clear action items for each, explain how personal and customer values influence the business plan, and perform SWOT analysis to identify potential marketing niche, customer base, location, etc. Taught by: Dawn Thilmany (CSU), Michael Moss (Kilt Farm), and James Plate (Fields to Plate)

January 19, 2022: BYOC

January 26, 2022: Strategic marketing

Participants will develop a strategic market position and strategy consistent with the mission developed in the business plan; and create a marketing plan that includes product, pricing, placement and promotion goals and strategies, while identifying customers, costs and competition. Taught by: Becca Jablonski (CSU), Beth LaShell (Fort Lewis College), Jeni Nagle, Ela Family Farms

February 2, 2022: Managing Risk in Your Farm Business

We will address a variety of current risk topics including setting up an appropriate business structure; thinking about insurance for a farm business; planning for and responding to emergency situations; and recent changes in Colorado labor law and their impact on agriculture. Taught by: Kathie Riley, PC, Susan Carter and Ragan Adams (CSU Extension)

February 9, 2022: BYOC

February 16, 2022: Keeping and Analyzing Financial Information for Farm Business Decision-making

This class will help participants understand the importance of recordkeeping for decision making in business planning, including production and marketing; differentiate between variable and fixed costs; develop a basic production plan including a calendar, estimated total output of product per market channel, and monthly labor estimates; estimate projected revenue by market channel; and understand the need for basic financial statements

and begin to use them for operational management and planning. Taught by: Producer, TBD, Dawn Thilmany (CSU)

February 23, 2022: Business Plan Presentations
March 2, 2022: Business Plan Presentations

Concept

Learn from experienced producers. Sessions explore content useful to all levels of experience. New farmers learn in this community of farmer students and teachers. Intermediate and experienced farmers and ranchers fuel the learning environment. This course thrives with participation from farmers and ranchers of all levels of experience.

Course Objectives:

Develop business goals and objectives that align with their values and resources, as the basis for constructing a formal business plan.

Describe their personal management strengths and weaknesses and build a plan to address their weaknesses and leverage their strengths.

Project input requirements and costs based on their business and marketing plans, personal and hired labor requirements, and water and land availability for the proposed production system.

Understand how successful producers assess and manage risk in their own ag businesses through classroom interactions, Mentor relationships, and on-farm Internships.

Access a network of community resources that links area producers and forms a shared risk mitigation strategy. This resource network may include lenders, labor sources (including unpaid volunteers, interns, and paid workers), other producers engaged in direct marketing, other producers with similar production management systems.

Develop a business plan.