

# Colorado Building Farmers and Ranchers Course 2022

## CBF 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.

## 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)
- 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**