## **March - Orientation, Getting Started**

- First Program Meeting April 8th, 11a-3pm
- Group agreements any changes?
  - We respect one another.
  - We will own our impact and honor our intent.
  - We will work to get comfortable holding multiple and different ideas. There is no one path to farming or liberation.
  - The learning can leave but the stories should stay.
  - We name our teachers (with consent).
  - We expect one another to show up at our monthly meetings to build community and share in learning.
  - We commit to growing and learning from one another.
- Intros and Community Time
- Program Expectations
  - Market
  - 4th Monday group meetings
  - Monthly check-ins
  - Do the work (10 hours/week)
- Discussion: What will be in your booth this May?
- Intro to <u>Dream It</u>
- Schedule April check-in with shiny
- Prep for market opening
- Plan for time to do the work in April

#### **April - Dream It**

- 4th Monday Program Meeting April 29th
- Check-in and Community Time
- Discuss Dream It
  - 1-page Business Plan (<u>template</u>, <u>example</u>)
  - Start your Strategic Plan:
    - Mission statement draft
    - Vision statement (template)
    - Values statement (<u>template</u>)
  - o Determine what you farm and for whom.
- Intro to Do It
  - o This chapter does not have business development work
  - You must read it
- Schedule May check-in with shiny
- Prep for market opening
  - o Tent
  - Tables

- Totes, coolers, etc.
- o Banner
- Other signage
- Display and merchandising
- Plan for time to do the work in May

#### May - Do It

- 4th Monday Program Meeting May 27th
- Check-in and Community Time
- Market debrief how did it go?
- Discuss Do It
- Intro to Sell It
  - Brand narratives
  - Pricing strategies
  - Market planning
- Schedule June check-in with shiny
- Plan for time to do the work in June

# June - Sell It

- 4th Monday Program Meeting June 24th
- Check-in and Community Time
- Market debrief
- Discuss Sell It
- Intro to Manage It 1
  - Profit goals
  - Sales budget
  - Expense budget
  - Cash flow budget
- Schedule July check-in with shiny
- Plan for time to do the work in July

## July - Manage It 1

- 4th Monday Program Meeting July 29th
- Check-in and Community Time
- Market debrief
- Discuss Manage It 1
- Intro to Manage It 2
  - Cash vs accrual systems
  - Cash flow management
  - Complete all budget templates
  - Workshop: Record Keeping for Farm Business Decision Making

- o Workshop: Know Your Cost to Grow
- Schedule August check-in with shiny
- Plan for time to do the work in August

## August - Manage It 2

- 4th Monday Program Meeting August 26th
- Check-in and Community Time
- Market debrief
- Discuss Manage It 2
- Intro to Grow It
  - This chapter does not have business development work
  - You must read it
- Schedule September check-in with shiny
- Plan for time to do the work in September

## September - Grow It

- 4th Monday Program Meeting September 30th
- Check-in and Community Time
- Market debrief
- Discuss Grow It
- Intro to Keep It
  - Workshop: Food Safety From Field to Market
  - On-Farm Readiness Review Demonstration Videos
  - Create a Food Safety Plan
- Schedule October check-in with shiny
- Plan for time to do the work in October

#### October - Keep It

- 4th Monday Program Meeting October 28th
- Check-in and Community Time
- Market debrief
- Discuss Keep It
  - Plan to keep working on Food Safety Plan
- Plan for winter admin and recordkeeping
- Celebrate!