

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 [Dream It](#)
- 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 ([template](#), [example](#))
 - Start your Strategic Plan:
 - Mission statement draft
 - Vision statement ([template](#))
 - Values statement ([template](#))
 - Determine what you farm and for whom.
- Intro to Do It
 - This chapter does not have business development work
 - You must read it
- Schedule May check-in with shiny
- Prep for market opening
 - Tent
 - Tables

- Totes, coolers, etc.
 - 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

- 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!