



# *Whole Farm Planning*

*Planificación de toda la granja*



**Food Systems**

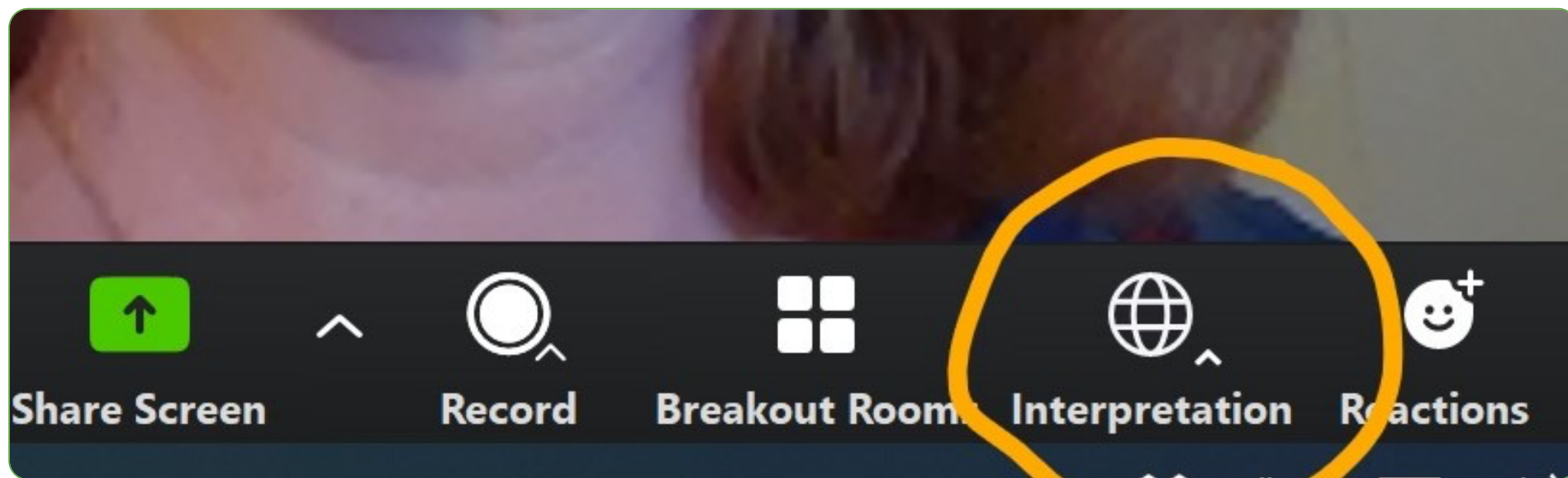
WASHINGTON STATE UNIVERSITY



**University of Idaho**  
Extension

Technical Note

*Nota tecnica*



Spanish interpretation available

*¡Curso traducido al Español!*

# Agenda

Introductions

*Introducciones*

Course Overview

*Resumen del curso*

Learning Objectives

*Objetivos de aprendizaje*

Suggested Text & Resources

*Texto y recursos sugeridos*

Class Format

*Formato de clase*

Zoom Room Format

*Formato de sala de zoom*

Course Requirements & CEU's

*Requisitos del curso*

Questions?

*Preguntas?*

Sustainability Concepts

*Conceptos de sostenibilidad*

Whole Farm Planning

*Planificación de toda la explotación*

Example Whole Farm Plans

*Ejemplos de planes de finca completa*

Transition to Breakouts

*Transición a los brotes*

# A little bit about me...

Statewide Coordinator

Livestock Lover

Crazy Goat Lady

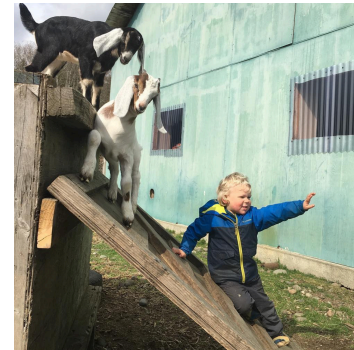
Designer

Home Cook

Mamma

@farmernicole

nwitham@wsu.edu



# Meet the CS Coordinators Statewide...

## **Course Location:**

Clallam County  
Clark County  
Colville Reservation  
Grays Harbor County  
Jefferson County  
Kalispel Reservation  
Kitsap County  
Klickitat County  
Mason County  
Okanogan County  
San Juan County  
Skagit County  
Skamania County  
\*Snohomish County  
Spokane County  
Statewide – En Espanol  
\*Thurston County  
Wahkiakum County

## **Facilitator:**

Kellie Henwood  
Terry Koper  
Linda McLean  
Kiley Smith  
Kellie Henwood  
Tracy Morgan  
Kellie Henwood  
Hannah Brause  
Kendall Carman  
Kayla Wells  
Kate Mikulak  
Kate Smith  
Hannah Brause  
Kate Ryan  
Pat Munts  
Marilu Fernandez Silva  
Sierra Smith  
Carrie Backman

CULTIVATING  SUCCESS™  
sustainable small farms education

*This is Our 20<sup>th</sup> Anniversary!*

With thanks to these foundational partners...



Food Systems

WASHINGTON STATE UNIVERSITY



University of Idaho  
Extension



**CULTIVATING™**  
**S U C C E S S**

small farms education

**This course builds on the foundational elements of Cultivating Success™:**

- Farmer Mentorship
- Community Based
- Experiential Learning
- Whole Systems Lens
- Small Farms Focused



**CULTIVATING™**  
**S U C C E S S**

small farms education

## **Este curso se construye en los elementos fundamentales de Cultivando Éxito:**

- *Tutoría de agricultores*
- *Aprendizaje experimental*
- *Comunidad basada en el lugar*
- *Pensamiento de sistemas completos*
- *Concentración en Pequeñas granjas enfocadas*

A special thank  
you to our  
foundational  
contributors  
and supporting  
funds from  
these partners



WASHINGTON STATE  
UNIVERSITY  
EXTENSION



Food Systems

WASHINGTON STATE UNIVERSITY



**VA** | U.S. Department  
of Veterans Affairs



Cultivating Success™: Whole Farm Planning is a step-by-step course, to help you prepare a well thought out plan for your land, life, and farm business.



*Cultivating Success™: Whole Farm Planning es un curso paso a paso que lo ayudará a preparar un plan bien pensado para su tierra, su vida y su negocio agrícola.*

## Course Overview

- Class begins October 20<sup>th</sup> running through December 15<sup>th</sup>, 2020
- with a break November 3<sup>rd</sup>.
- Class meets every Tuesday from 6:00pm to 8:30pm.

- *Comienza el 20 de octubre y terminando el 15 de diciembre, 2020*
- *Con un descanso el 3 de noviembre*
- *Clase se reúne cada martes de 6:00pm a 8:30pm*

## Course Dates & Class Time

# Learning Objectives

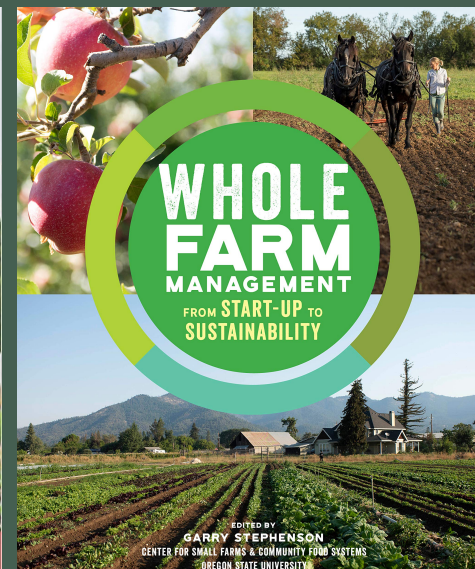
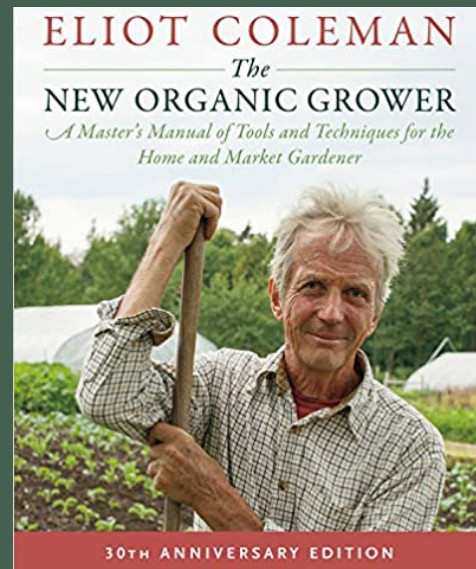
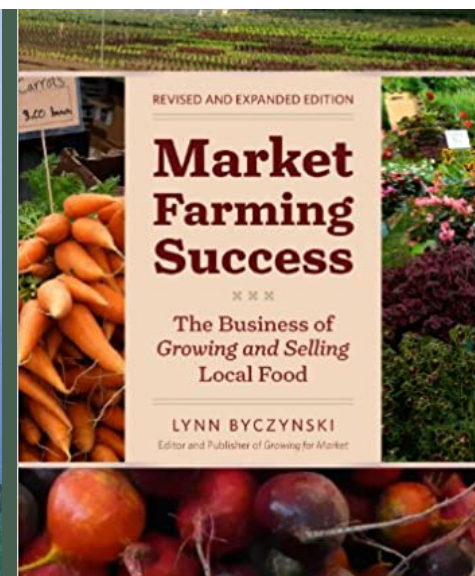
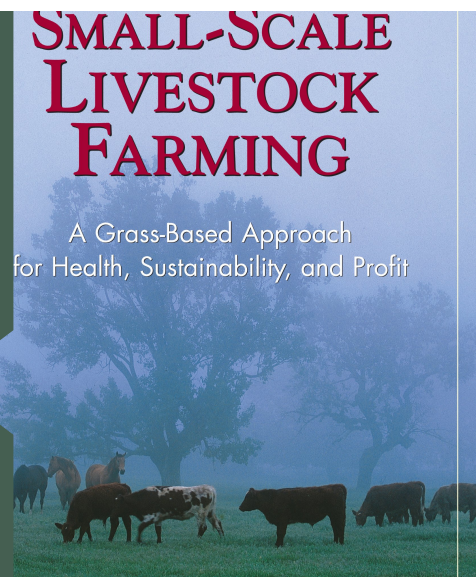
- **To apply practical whole farm planning techniques** to a wide variety of sustainable small farming and ranching enterprises
- **To understand the necessary components for sustainability** in a small farm or ranch
- **Learn to assess feasibility** of building a viable sustainable small farm or ranch enterprise
- **Gain valuable community relationships** to support your sustainable small farming and ranching goals
- **To develop a whole farm plan** that meets the social, environmental, and financial goals for you and your community

# Objetivos del curso:

- *Conocer conocimiento de los aspectos prácticos de la planificación agrícola completa para una amplia variedad de empresas*
- *Obtener una comprensión de los diversos componentes de los sistemas agrícolas sostenibles a pequeña escala*
- *Adquirir habilidades en la evaluación de la viabilidad de desarrollar una empresa agrícola viable, sostenible y a pequeña escala, incluyendo cómo evaluar los objetivos personales y familiares, evaluar la tierra y los recursos personales, y mejorar los resultados ambientales*
- *Aprender sobre los recursos Disponibles y las redes de apoyo para la granja sostenible*
- *Desarrollar todo un plan agrícola que cumpla con los objetivos sociales, ambientales y financieros*

# Suggested Text

- Whole Farm Management: From Start-Up to Sustainability - By: Gary Stephenson
- Market Farming Success - By: Lynn Bycznski
- The New Organic Grower - By: Elliot Coleman
- Small-Scale Livestock Farming: A Grass-Based Approach for Health, Sustainability, and Profit – By: Carol Ekarius



# Course Format



**Online Zoom Room**



**Class meets every Tuesday**

**6:00pm to 8:30pm.**



**Access course overview, calendar, and learning modules through password protected website.**



**Zoom Room Opens at 6:00pm**  
**Statewide lecture begins at 6:10pm**  
**Transition into Regional Breakout Rooms 7:10pm**  
**Break (online potluck) 7:15pm to 7:30pm**  
**Regional Breakout Room Discussions and Networking 7:30pm**

# Student Site

Use this link:

<https://foodsystems.wsu.edu/cswfpstudent>

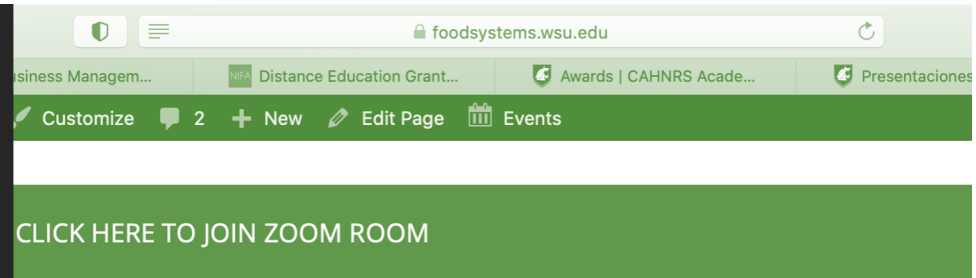
Password: **Fall2020**

# Sitio del estudiante

Link:

<https://foodsystems.wsu.edu/estudiante>

Password: **Otono2020**



## Learning Modules Week-by-week



**Week 1 – Introductions, Sustainability Concepts, Whole Farm Planning**

Learning Objectives: Gain an understanding of the course



**Week 2 – Marketing & Business Strategies**

Learning Objectives: Gain an understanding of the various direct marketing channels and

# Week by Week Schedule:

WEEK	DATE	LEARNING MODULE
Week 1	October 20 <sup>th</sup>	Course Introductions Sustainability Concepts Whole Farm Planning
Week 2	October 27 <sup>th</sup>	Marketing & Business Strategies
Week 3	November 3 <sup>rd</sup> Break – No Class – Election	Homework Assignment Evaluating Your Resources Enterprise Assessment
Week 4	November 10 <sup>th</sup>	Basics of Ecological Soil Management
Week 5	November 17 <sup>th</sup>	Integrated Pest and Weed Management
Week 6	November 24 <sup>th</sup>	Basics of Livestock and Poultry
Week 7	December 1 <sup>st</sup>	Sustainable Crop Production
Week 8	December 8 <sup>th</sup>	Equipment and Facilities Considerations
Week 9	December 15 <sup>th</sup>	Whole Farm Plan Presentations

# Continuing Education Units

All Cultivating Success™ course participants receive CEU's from Washington State University

Continuing Education Units are a nationally recognized unit of measure given for an individuals participation in non-credit educational activities which have met qualifying criteria.

\* Please fill out your CEU form and return to instructor at end of class tonight!

**CONTINUING EDUCATION UNIT (CEU) ENROLLMENT AND COMPLETION FORM  
WASHINGTON STATE UNIVERSITY**

**SECTION I (To be completed by the participant)**

NAME: \_\_\_\_\_  
Last First Middle

ADDRESS: \_\_\_\_\_  
Street

\_\_\_\_\_ City Male \_\_\_\_\_ Female \_\_\_\_\_

\_\_\_\_\_ State \_\_\_\_\_ Zip Code Date of Birth \_\_\_\_\_  
Mo Day Yr

EMAIL ADDRESS: \_\_\_\_\_

HOME PHONE: ( ) \_\_\_\_\_ Soc Sec # (last 4 digits only): \_\_\_\_\_  
Area Code (for educational records - to avoid duplication)

EMPLOYER: \_\_\_\_\_ Mail Stop or \_\_\_\_\_ Work \_\_\_\_\_  
Business Addr Phone

ACTIVITY OR COURSE:

Course Title: Cultivating Success™: Whole Farm Planning; Sustainable Small Farming and Ranching (347)

Course Dates: September 1, 2018-May 31, 2019

Course Location: County Extension-Statewide Washington

Have you previously earned CEUs from WSU? Yes  No   
 Have you previously earned CEUs from the Tri-Cities University Center? Yes  No

<b>SECTION II (To be completed by the Activity Instructor)</b>	Evaluation of Participant's Program Completion
_____ <small>Date</small>	<input type="checkbox"/> Satisfactory
_____ <small>Instructor's Initials</small>	<input type="checkbox"/> Unsatisfactory (No CEUs)

**SECTION III (To be completed by the Activity Director)**  
This activity and the CEUs awarded were offered in accordance with approved procedures for the Continuing Education Units of Washington State University.

3.6 \_\_\_\_\_  
CEUs Awarded Activity Director's Signature Date

**CONTINUING EDUCATION UNITS (CEUs):** The Continuing Education Unit is a nationally recognized unit of measure given for an individual's participation in non-credit educational activities which meet qualifying criteria. One CEU is awarded for every ten contact hours of participation in instructional time and is given only to those participants who have completed the program requirements. The CEU cannot be applied toward a degree, but many business firms and organizations have recognized the CEU when considering promotions, salary increases and transfers.

**INSTRUCTIONS:**

- Each student completes Section I during the first class meeting and returns the form to the Activity Instructor.
- Upon completion of the activity, the Activity Instructor completes Section II and returns the form to the Activity Director.
- The Activity Director completes Section III and returns the form along with any applicable fees to Conference Management, WSU, PO Box 645222, Pullman, WA 99164-5222.

z:\ceus3-editable form.doc  
9/2/99



**Questions?**

***Preguntas?***



# *Whole Farm Planning*

*Planificación de toda la granja*



**Food Systems**

WASHINGTON STATE UNIVERSITY



**University of Idaho**  
Extension

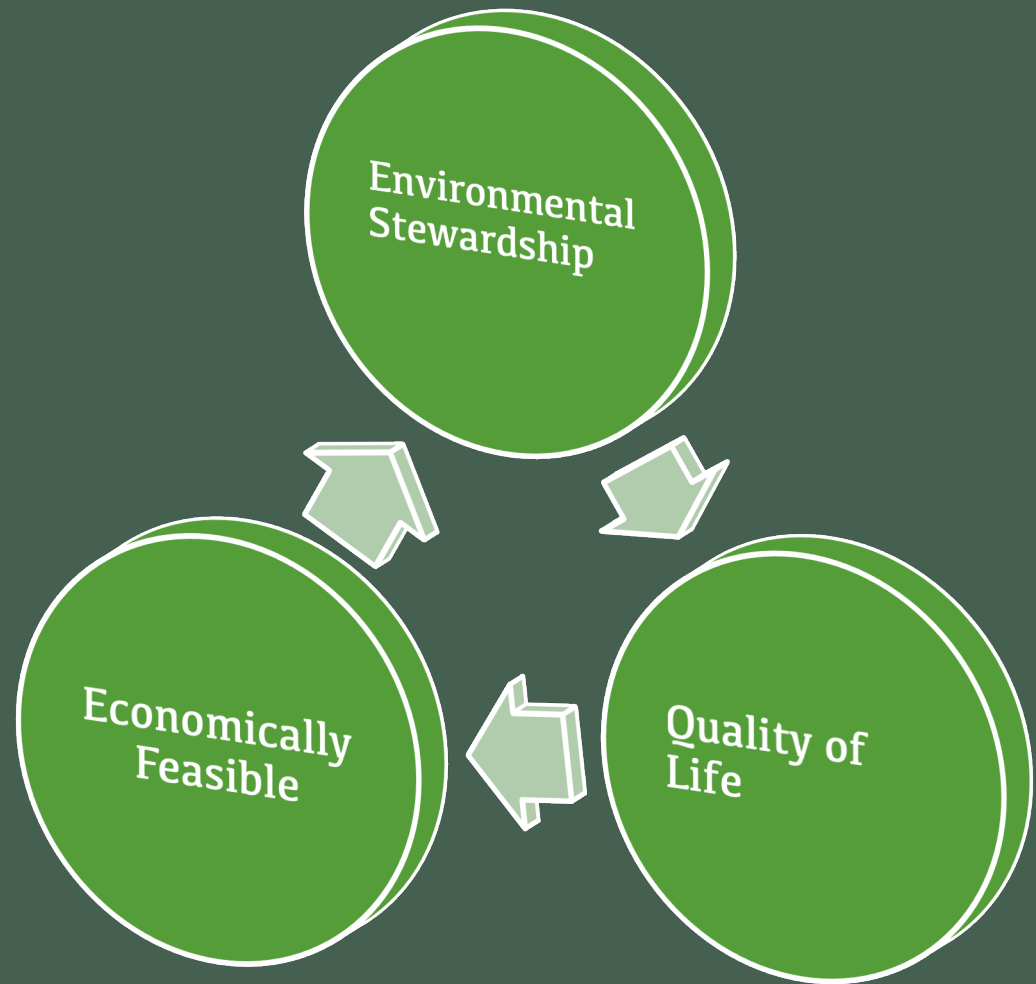
# What is Sustainable Agriculture?

## Definition by USDA Sustainable Agriculture Research and Education:

- Satisfies human food and fiber needs
- Enhances environmental quality and the natural resource base upon which the agricultural economy depends
- Makes the most efficient use of nonrenewable and on-farm resources and integrates, where appropriate, natural and biological cycles and controls
- Sustains the economic viability of agricultural operations and their communities
- Enhances the quality of life for farmers and ranchers and society as a whole

## 3 Aspects of Agricultural Sustainability

It takes all 3 elements for a healthy and productive feedback loop!



## Goal 1: Promoting Environmental Stewardship

- Improving soil quality
- Reducing dependence on non-renewable resources
- Minimizing adverse impacts on safety, wildlife, water, and natural resources



## Goal 2: Promoting stable, prosperous farm families and communities

- Building community connection
- Keen attention to health and safety of family and farm workers
- Purchasing local products, inputs, and equipment
- Working for farmland preservation



## Goal 3: Providing a more profitable farm income

- Diversifying product base
- Capturing more of the consumer dollar for products
- Reducing expenses – inputs, fertilizers, etc.



# Tools for Sustainable Farming & Ranching

- Integrated Pest Management
- Soil conservation and building
- Water quality / wetlands
- Cover crops
- Crop and landscape diversity
- Rotational Grazing
- Nutrient management
- Crop rotations
- Season Extension
- Alternative Markets
- Direct Marketing
- Values Based Production
- Value-Added Products



**Questions?**

***Preguntas?***

# Creating Your Whole Farm Plan

- A Whole Farm Plan is a comprehensive road map for production enterprises
- Week by week we will approach the different elements of the farm plan
- By the end of the course you will have developed a whole farm plan specific to your interests and resources.
- In the final week of class, each participant will present a component of their Whole Farm Plan.
- Specific elements of the Whole Farm Plan will be discussed each week.

HUTTON FARM



## I. Whole Farm Goals

## II. Evaluation of Current Resources

Personal Experience/Training or Skills:

Other Labor Resources:

Natural Resources (Land, Soil, Water, Other):



**Where are you  
interested in going?**

# Goals

Provide direction and vision to help guide your decisions



**Ask yourself  
these  
questions:**

What do I really want in life?

What can I do that will be most productive and worthwhile?

What am I really trying to achieve through my use of time, effort, money, and

management skills?

# Evaluating Farm Goals



Click on image to start video

# Evaluating Farm Goals



Click on image to start video

# Evaluating Farm Goals



Click on image to start video

# Vision, Values and Beliefs

*Your vision is what you see in the future...for your farm, your quality of life and how the landscape should look.*



**YOUR VALUES AND  
BELIEFS SHAPE YOUR  
VISION**



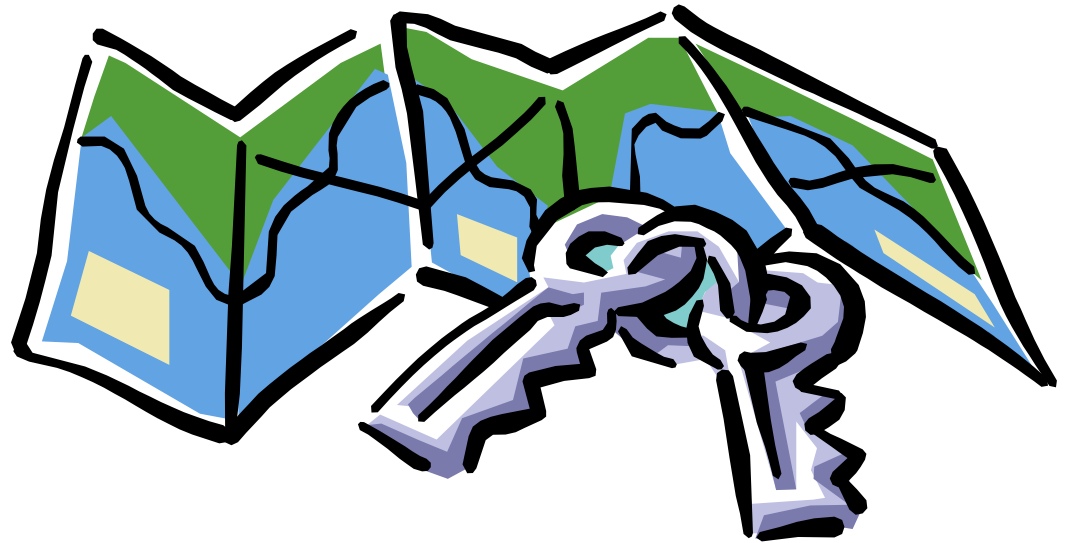
**WHAT YOU THINK IS  
IMPORTANT**



**THEY DRIVE YOUR  
ACTIONS**

# Goals help you achieve your vision of the future

Like a map, they will  
help you get where  
you're going...



**Without  
goals?**

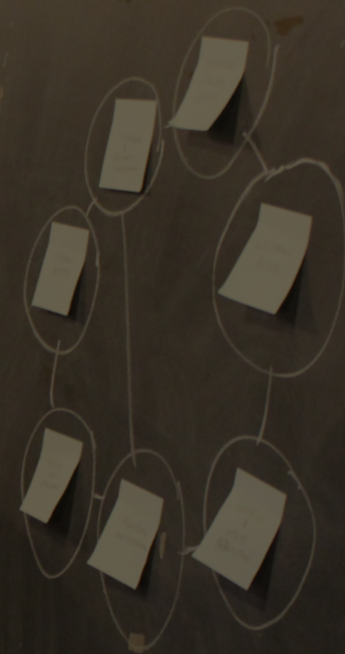
**We react to what  
happens... leading us  
wherever the new path  
might lead**

**We often spend more time  
reacting and less time  
creating**

# Things to think about...

- Farm Operation Type
- Financial Capacity
- Quality of Life
- Resource Base
- Family

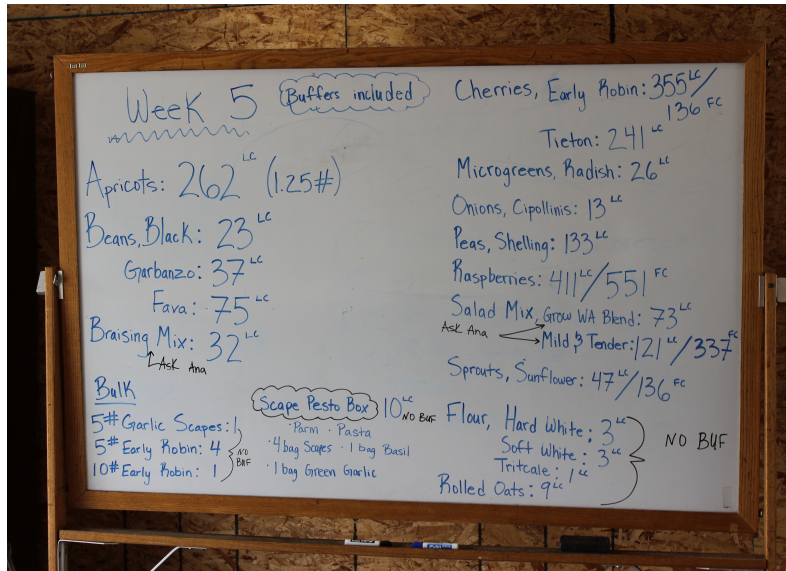
WHAT IS THE FOOD





# Farm Operation

What Size or Type?





## Quality of Life

The measure of shared value and satisfaction you and your family attach to the various features of place, the environment and working

A photograph of a farm landscape under a dramatic, cloudy sky. A vibrant rainbow arches across the sky, starting from the ground near a road and extending towards the horizon. In the middle ground, there are several large, cylindrical metal silos and a tall, thin structure, possibly a grain elevator. A paved road runs horizontally across the lower part of the image. The foreground is filled with tall, green grass. The overall scene is a mix of natural beauty and agricultural infrastructure.

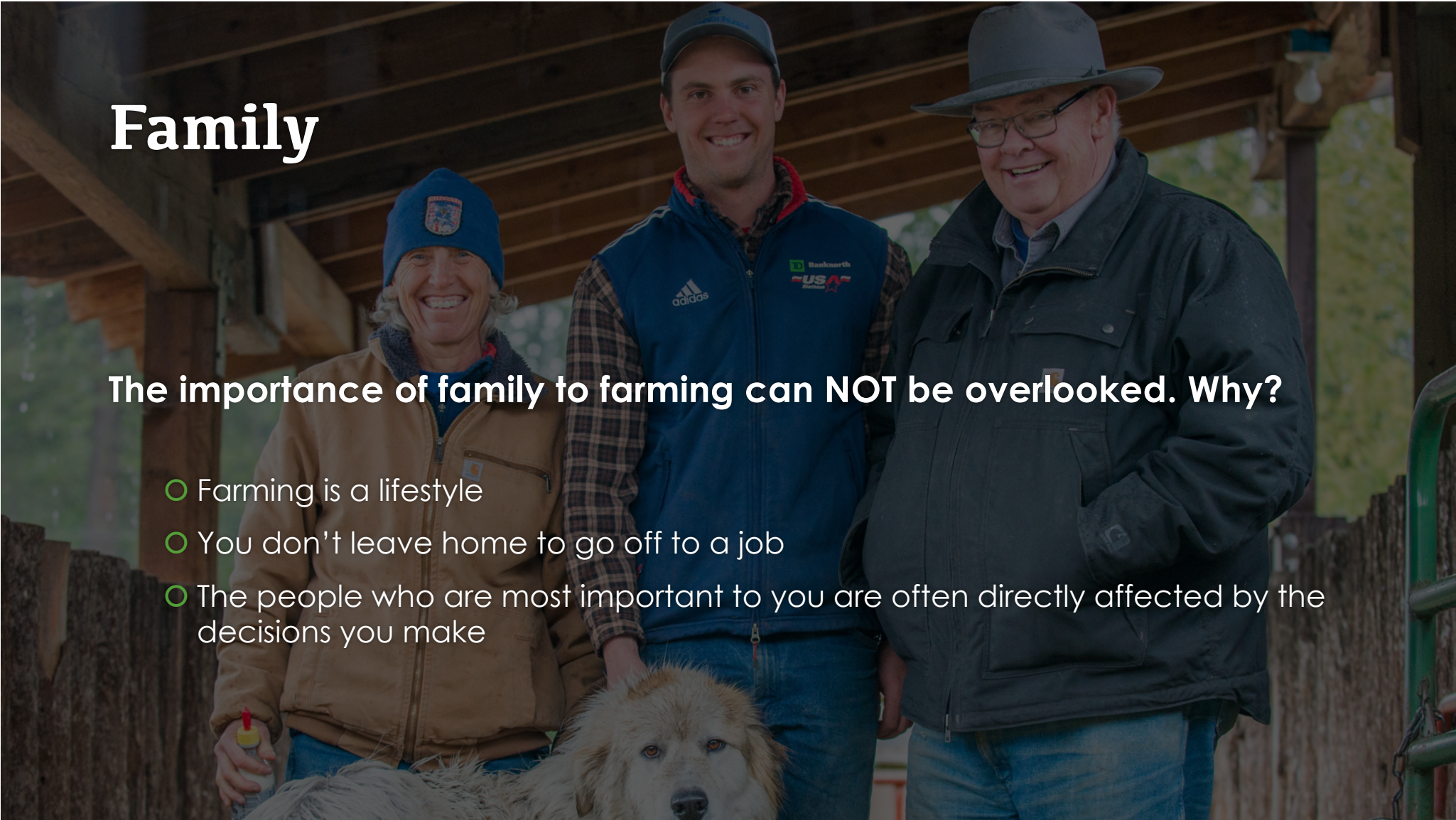
# Resource Base

- Land, water and air
- People involved with the farm
- Potential of the landscape base
- Purchasing power
- Your skills and knowledge

# Family

The importance of family to farming can NOT be overlooked. Why?

- Farming is a lifestyle
- You don't leave home to go off to a job
- The people who are most important to you are often directly affected by the decisions you make



# Your goals?

Is the goal realistic?

Is it specific enough?

Can you see how to get there?

What are the action steps to achieve the goal?

**Break your  
list of goals  
down into  
short term  
and long  
term**

**Short Term:**

**Gain knowledge  
about and  
experience in  
farming**

**Transition three  
acres to organic  
garlic**

**Break your  
list of goals  
down into  
short term  
and long  
term**

**Long Term:**

**Own and Farm 20  
acres in the  
Pacific Northwest**

**Supplemental  
farm income from  
production and  
direct marketing  
of organic garlic**



# Continually Review and Monitor

Evaluate progress on a regular basis

**Are these  
still your  
goals?**

**How are  
you  
doing?**

**Steps to revise  
goals or get  
back on track**

# Reading and Assignments

- [Resources- Exploring Sustainability in Agriculture](#) PDF
- [Resources- Sustainable Agriculture- An Introduction](#) PDF
- [Resources- What can I do with my small farm](#) PDF
- [Resources- Holistic Management: A Whole Farm Decision Making Framework](#) PDF
- [Resources- Whole Farm Planning at Work: Successful Stories of Ten Farms](#) PDF
- [Resources- Whole-Farm Planning for Economic and Environmental Sustainability](#) PDF