



PATHWAYS TO FARMING

Learning Plan

The learning plan is a flexible guide, directed by you with the help of your mentor, to help you write a business plan over time, meet farm related learning goals to help you implement your business, and to track your goals and learning over the 3 years of the Pathways to Farming Program. You will have an opportunity to meet with your mentor to tailor the learning plan to meet your needs, make changes over time and check activities off as you go!

Each month there will be a Business topic that combined with the online classroom, will provide you with questions and activities to help you articulate your farm business and add a section to your business plan.

In addition, each month there will be a farm topic. The online classroom, homework and weekly training opportunities will help you to dive more deeply into the subject in ways that will be meaningful for you and your business. Each year we will add new relevant topics and explore past topics in more depth.

Business Plan

Components of a farm business plan

1. Cover Sheet
2. Executive Summary
3. Mission and Vision
4. Product and Services

Farm Learning

March 2019

Business Plan:

In March we will be working on creating the vision, mission, long-term and short-term goals of your business. The homework will provide relevant questions and activities to help you answer and hone in on these aspects of your business plan. We will be using activities from the Growing Farms Handbook pg.

1. What is the mission statement for your business?

(Four components: Value, inspiration, plausibility, and specificity. In a couple of short sentences, you should be able to convey the value of your company or why your brand exists, inspire and encourage your employees, sound completely



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reasonable and plausible, and be as specific and relevant as possible.

Find a key theme for your company, and make sure each of these components revolve around it.)

2. What is the vision statement for your business?

(Your blue sky vision for your business. Provides guidance and inspiration as to what an organization is focused on achieving in five, ten, or more years)

3. What are your short term goals for the organization? (what you are trying to accomplish within the year)

4. What are your long term goals for the organization? (3 year plan)