

Heartland Farm Beginnings®

Farmer-Led, Community-Based, Equitable, Sustainable Agriculture Training Program Information 2020-2021

The Heartland Farm Beginnings® program includes:

- 37 hours of farmer-led, community-based sustainable agriculture virtual education
- OEFFA Family Farm membership for one year
- Registration to attend the 2021 OEFFA Annual Conference (mid February 2021)
- A passionate and like-minded cohort
- One-on-one mentorship with an experienced farmer
- FSA Borrower Training Completion Certificate and KIVA loan endorsement for qualified participants

Cost: \$1,000 (\$1,200 for applications received after September 1, 2020) for up to two individuals from the same farm business working on the same business plan. Payment plans and scholarships of up to \$500 are available.

Application Information and Deadlines

Visit <https://beginfarming.oeffa.org/heartland-farm-beginnings/> for an online application form, or contact facilitator Rachel Tayse at rachel@oeffa.org or 614-598-3559 for an application that accommodates your learning style.

Applications will be accepted until September 20, 2020. Submitting an application to the course does not guarantee acceptance. Qualified applicants will be accepted on a first come, first served basis, and notified on a rolling basis regarding acceptance or denial via email. A scholarship form and fee agreement will be negotiated after acceptance.

Space is limited and early application is encouraged! A maximum of two farmer applicants can attend under one course fee as long as both individuals are working for the same farm business and on the same business plan for this course. This may include a business partner, a family member, or life partner.

Virtual learning Due to the Covid-19 pandemic, this course will be offered wholly online for the first time in 2020-2021. Participants will need consistent access to WiFi and a computer with a camera to fully participate in the course. Print materials will be provided via mail.

Each topic will include an asynchronous (recorded) farmer lecture that participants can watch at their leisure, a live webinar for discussion and activities, and optional office hours with facilitators to complete their individual farm business plan. Attendance at the live webinar is mandatory; the lecture and office hours can be flexible to your schedule.



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Schedule

Cohort-based Classes: November 2020-March 2021	
Held Tuesday evenings online via Zoom platform. Detailed calendar will be shared with participants.	
1 - Intro & Whole Farm Planning 100: skill assessments, visioning	Lecture released: November 3 Live webinar: November 10, 6-8 pm Office Hours: November 17
2 - Holistic Management: holistic goal setting, decision making	Lecture released: November 17 Live webinar: November 24, 6-8 pm Office hours: December 1
3 - Resource Base: Soil, Land and Production Practices: soil health, ecology, sustainable agriculture, and land assessment	Lecture released: December 1 Live webinar: December 8, 6-8 pm Office hours: December 15
4 - Enterprise Planning and Farm Marketing: market research, SWOT analysis, determining price, buyers panel, marketing/branding for farmers	Lecture released: December 15 Live webinar: December 22, 6-8 pm Office hours: December 29
5 - Business Structures and Agreements: business set-up, business plan components, legal, insurance, and risk management	Lecture released: December 29 Live webinar: January 5, 6-8 pm Office hours: January 12
6 - Farm Finance Basics and Record Keeping: personal financial values, terminology, budgeting, accounting and recordkeeping systems	Lecture released: January 12 Live webinar: January 19, 6-8 pm Office hours: January 26
7 - Financing, Taxes, and Risk Management: Schedule F, organic recordkeeping, financial statements	Lecture released: January 26 Live webinar: February 2, 6-8 pm Office hours: February 9
8 - Branding, Sales, and Resources: value proposition, loan programs, grant programs, further education	Lecture released: February 9 Live webinar: February 16, 6-8 pm Office hours: February 23
9 - Farm Pitch: Participants share farm plans with the group and receive feedback.	Live webinar: March 2, 6-8 pm

Network and Learn at the OEFFA Conference: February 2021

Course fees include attendance to the 2021 OEFFA Conference. Participants can attend a variety of farming and business workshops, network with other growers and entrepreneurs, and gain resources from exhibitors.

One-on-One Mentoring: Spring-Summer 2020

Participants will create a growing season learning plan and be matched with an experienced farmer for mentorship.

Applications Open Until September 20, 2020 at

<https://beginfarming.oeffa.org/heartland-farm-beginnings/>

