

Farmer-led, Community-based, Sustainable Agriculture Training

OEFFA's Heartland Farm Beginnings program includes:

- Farmer-led, community-based, sustainable agriculture education
- OEFFA Family Farm membership for one year
- Registration to attend OEFFA's annual conference in mid-February
- A passionate and like-minded cohort
- One-on-one mentorship with an experienced farmer

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 or planning a farm business together. This may include a business partner, a family member or life partner.

This course will be offered primarily online with opportunities to meet up throughout the year. 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 a farmer lecture, a live webinar for discussion and activities, worksheets to complete at home and in class, and optional office hours with facilitators to complete their individual farm business plan. Attendance at the live webinar is mandatory.

Two Seven-Week Sessions of Courses: Jan-March 2022 and Oct-Nov 2022

Weekly classes will run for seven weeks from mid-January to early-March and for six weeks from mid-October to mid-November 2022. Spring classes will focus on holistic planning and resource assessment, while Fall classes will focus on detailed financial and business planning.

Network and Learn at the OEFFA Conference: February, 2022

Course fees include attendance to OEFFA's 2022 Annual Conference. Participants can attend a variety of farming and business workshops, network with other growers and entrepreneurs, and gain resources from vendors in the exhibit hall.

One-on-One Mentoring: Spring-Fall 2022

Mentorship matches for the growing season will be made for qualified participants. To qualify for a mentorship with an experienced farmer, participants must complete all relevant coursework and be prepared to engage as a mentee for the duration of the program.



Farm Tours and Workshops: May-November 2022

Heartland Farm Beginnings participants will create a Growing Season Learning Plan that may include attending OEFFA and partner-sponsored educational events throughout the growing season. Participants are encouraged to take part in farm tours, field day events and workshops.

Winter/Spring 2022 Classroom Sessions	
<p>Session #1: Whole Farm Planning 100 introductions, farm visions, goal setting</p>	<p>Session #5: Enterprise Investigation Types of enterprise/distribution models, exploring market models for small farms</p>
<p>Session #2: Whole Farm Planning 200 skills assessments, continuing education, decision making, food and farmworker justice</p>	<p>Session #6: Discussion Group discussion of farm proposal ideas</p>
<p>Session #3: Agroecology soil health, ecology, sustainable agriculture, ecosystem processes</p>	<p>Session #7: Farm Proposals Group presentation of farm proposals</p>
<p>Session #4: Land Access & Evaluation Types of land tenure, methods to access land, land evaluation, determining land use</p>	



Fall 2022 Classroom Sessions	
<p>Session #1: Business Planning 100</p> <p>Farm legal structures, basic business plans, tax, insurance and regulatory issues</p>	<p>Session #4: Farm Financing Strategies</p> <p>Access to capital, grants, lending, credit</p>
<p>Session #2: Financial Planning 100</p> <p>Accounting and record-keeping systems, cash flow, budgeting and financial planning</p>	<p>Session #5: Discussion</p> <p>Group discussion of business plan ideas</p>
<p>Session #3: Financial Planning 200</p> <p>Branding and promotion, enterprise budgeting, sales channel evaluation, determining price and market</p>	<p>Session #6: Farm Business Plans</p> <p>Group presentation of farm business plans</p>

