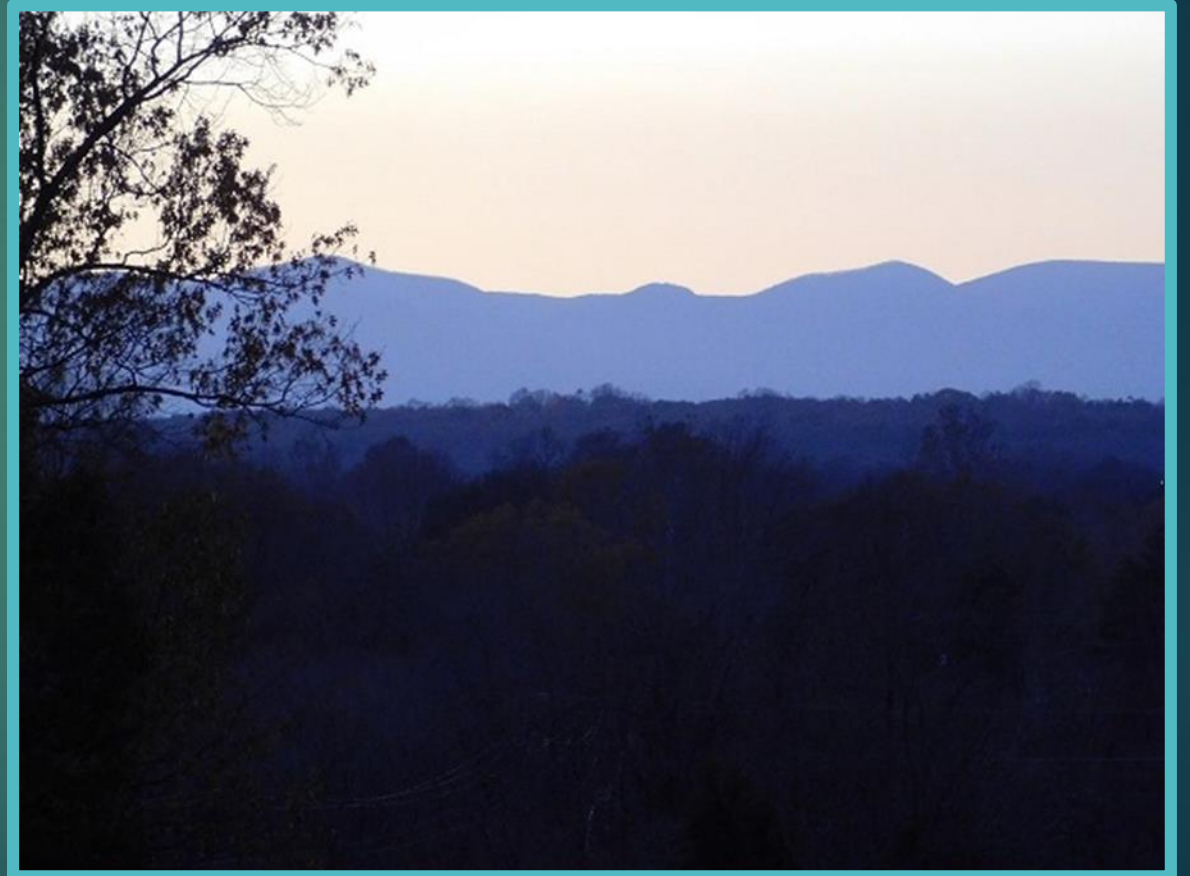


Blue Ridge Intro To Whole Farm Planning

Week One / Unit 1

FALL 2021



Virginia Cooperative Extension

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Welcome, Objectives, Overview



Welcome!

This online delivery of Blue Ridge Intro to Whole Farm Planning is a six week, non-graded program with access to VCE extension agents and staff for your questions and assistance locating other learning resources. The course was developed using content from Module 1. Introduction to Whole Farm Planning of [Virginia Whole Farm Planning: An Educational Program for Farm Startup and Development](#) (Virginia Cooperative Extension (VCE) Publication AEE-50P).

After successfully completing the course, **you will receive a digital badge.** (Please note: you must view/open each module and submit the evaluation survey under Week 6 to receive badge.) A digital badge serves as an electronic certificate that you will have access to from the email used with this course. It shows what the course was about and what you had to do to earn the award. You can share this achievement on social media or print a certificate that has a QR code that links to the website with the digital badge.

You're using Virginia Tech's online learning system, Canvas; it's the same system used by students on campus. Like many of the incoming freshman each year, it may take a little while to get used to Canvas. Randomly opening links to see what information is behind each heading is a great way to increase your familiarity.

Questions about the course? Contact:

Blue Ridge Intro to Whole Farm Planning: An Educational Program for Farm Startup and Development



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Enough Yacking. Let's Get Started!

Have You or Someone in Your Family Asked Questions Like These?

- Wanna start a farm?
- Is it a good idea for us to start a farm?
- If we do start a farm, will it be profitable?
- I wonder which is better, a wholesale or value-added enterprise?
- Will a farm bring our family closer?
- Should I farm alone or include my spouse or friends?



Some, Maybe All, Answered "Yes."

So, What's the Next Step?

- Yeah - let's go!
- We already "went." / we just bought 15 acres.
- Can we think about this more?
- I'm not picking up poop!
- Chickens? Ewhhh!
- Cool, rodeo.
- What about my friends?



This Brings Us To Blue Ridge Intro To Whole Farm Planning

What It's Not A:

Business ~~X~~ Plan

Marketing ~~X~~ Plan

Loan ~~X~~ Proposal

Mission ~~X~~ Statement

Values ~~X~~ Statement

Rather, it's a construct for thinking about each of these, and an introduction to people & resources to help you develop them (Or not).

But I Don't Want A Farm Business

That is Probably Wise . . .

Regardless of your plans for profits, there will likely be costs and tax considerations.

It's useful to think of your new farm as an enterprise.



Unit 2. What is a Whole Farm Plan?

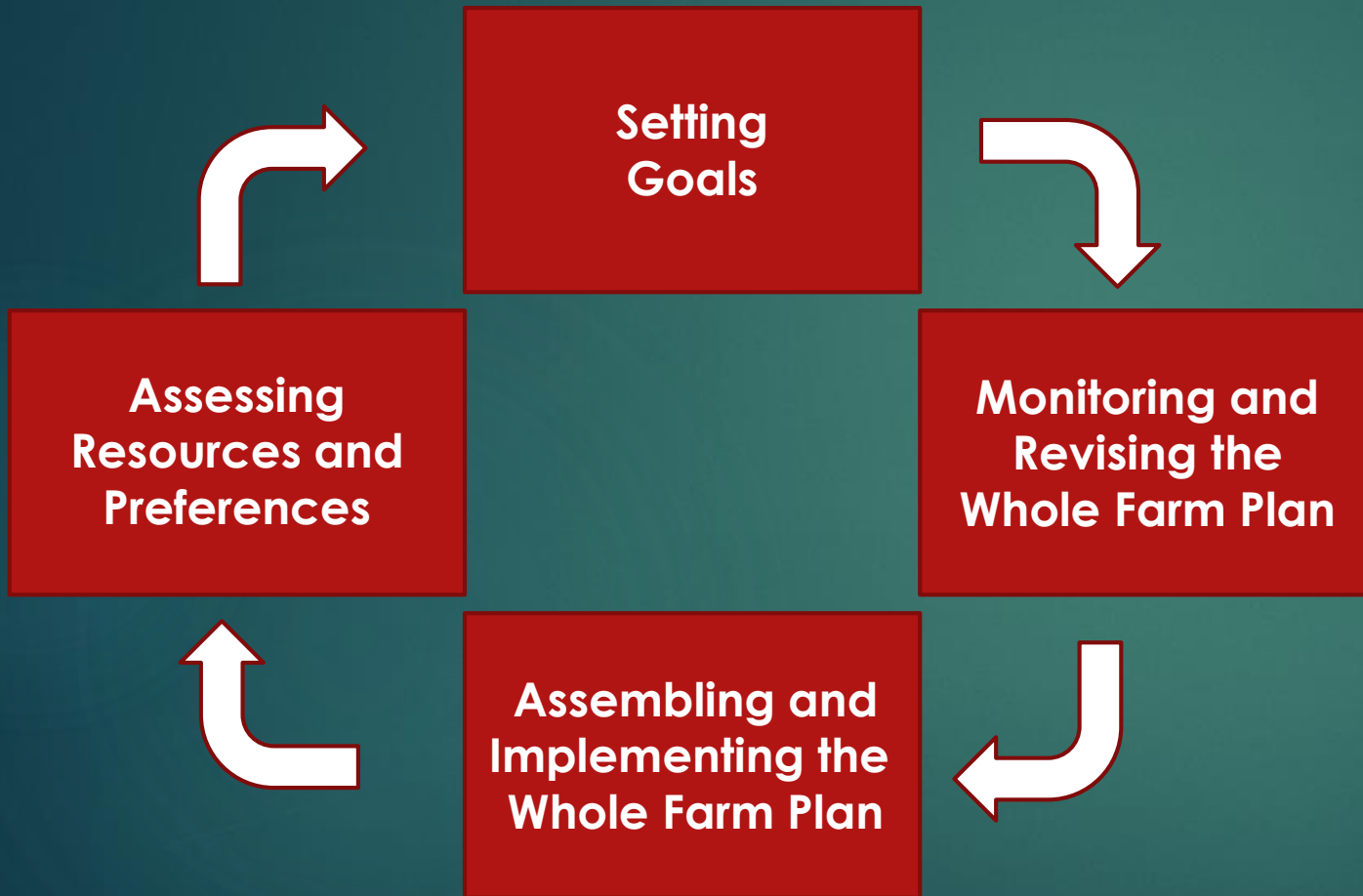
Defining Whole Farm Planning:

... The holistic four-step process that can be used by beginning farmers to help balance:

- Quality of life desired.
- Farm's resources.
- Production and profitability.
- Long-term stewardship.

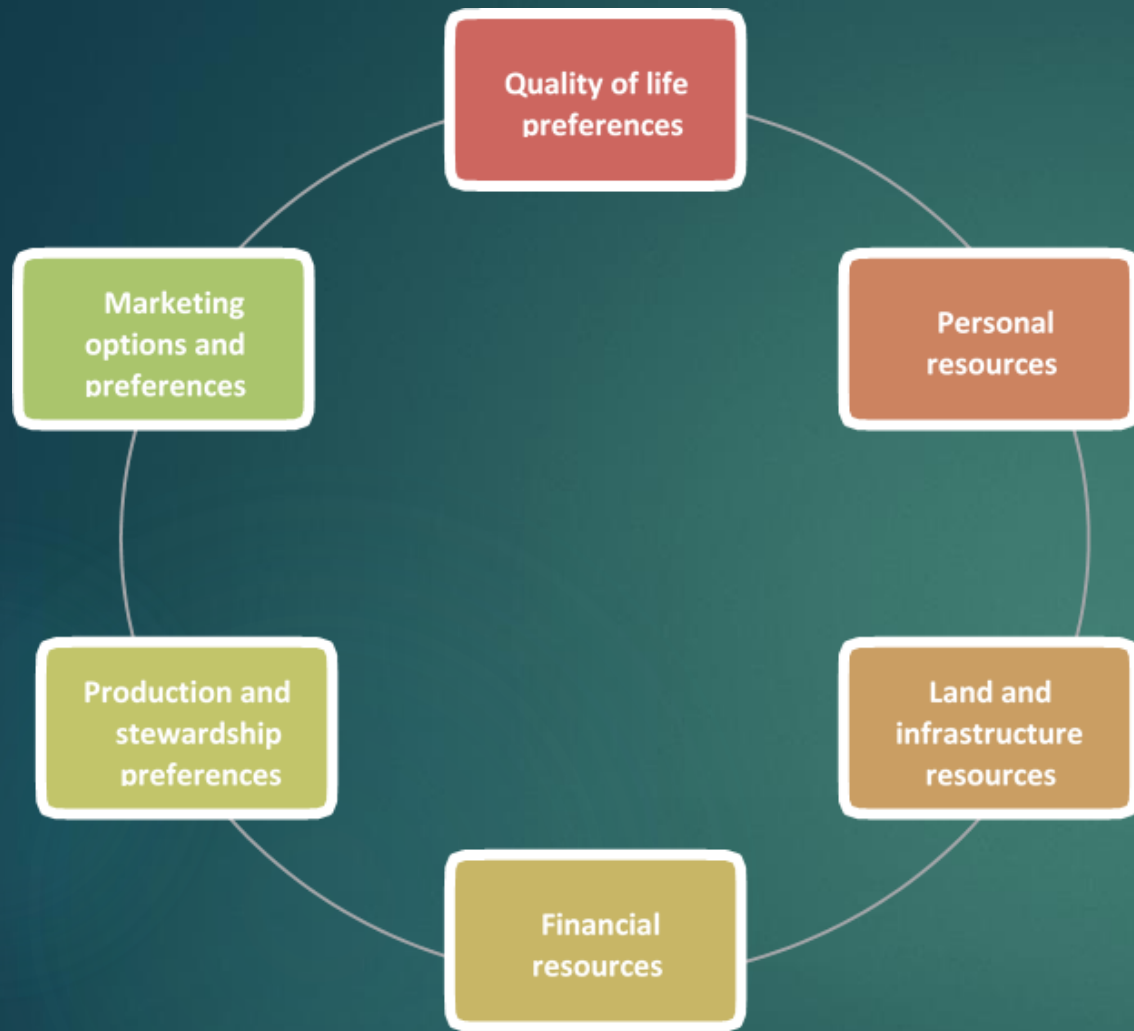


Whole Farm Planning: Four Steps



The whole farm plan is more than a plan. It is a process for short and long term decision making that takes into consideration the whole farm.

Figure 1. The whole farm planning process. Adapted from Janke 2000, Marrison 2007, and Sullivan 2001



There is great value in imagining your “ideal” farm and looking at all its possibilities. Getting from the initial idea or dream farm to reality is an evolving process.

Figure 2. Whole farm plan inventory (assessment).

Other Agencies & Offices

BRIWFP Connects Participants with Other Local Offices and Organizations Associated With Agriculture

- County Department of Economic Development.
- County Soil & Water Conservation District.
- USDA FSA.
- USDA NRCS.
- VA DOF (pending).

So What About the Other Courses?

Yep, This Program is A First Step

