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| **Please email completed form to Julie Fierro at** **julief@holisticmanagement.org** **Primary Contact Information** |
| ***Name*** | ***Mailing Address*** | ***City / State / Zip***  |
|  |  |  |
| ***Cell Phone*** | ***Home / Work Phone*** | ***Email*** |
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|  **Professional Information** |  |

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| ***Farm/Ranch Name*** | ***Farm/Ranch location*** | ***Farm/Ranch website or email*** |
|  |  |  |
| ***Acres Farmed / Ranched*** | ***Your Role / Annual Gross Income***  | ***# Employees / Customers per Year*** |
|  |   */$* |   */* |
|  **Please complete the following questions:*****1. Are you currently farming/ranching? If not, when do you plan to start?******2. How long have you been farming/ranching? How long, if at all, have you served in a farm/ranch management role?******3. Do you have access to land? How many acres do you own? Lease?******How many acres currently under production?******How many acres would you like to be farming/ranching in 10 years?*** ***3. Are you farming/ranching full time or part time (if part time please describe)?******4. Do you live on your ranch or commute? If commuting, how far away and how often do you go?******3. What do you grow or produce?******What other enterprises might you be planning to start?*** ***4. What is your target goal for gross income?******5. Do you have sufficient capital to operate your farm/ranch? If not, do you have access to loans/credit?******6. What is the biggest barrier to your ability to farm or ranch successfully?******7. A Whole Farm/Ranch Plan ensures that all decisions are made toward a Farm/Ranch Goal that includes the financial, ecological and social aspirations of the decision makers and also ensures that short- and long-term impacts are considered. How would knowledge of this process help in the management of your farm/ranch?******8. How would improving decision-making help you with the primary challenges or decisions you are facing currently on your operation?******9. If you are selected for this program, in what ways will you use the knowledge gained?******10. Briefly describe where you are now in your life or goal and where you expect to be in 10 years.*** |
|  **Personal Assessment – rate each skill by choosing one answer for each** |
| ***BUSINESS OR PRODUCER SKILL*** | ***NO******EXPERIENCE*** | ***SOME******EXPOSURE*** | ***COMPETENCY*** |
| 1. **Goal setting**
 | **☐**  | **☐**  | **☐**  |
| 1. **Testing decisions**
 | **☐**  | **☐**  | **☐**  |
| 1. **Time Management**
 | **☐**  | **☐**  | **☐**  |
| 1. **Developing financial plans**
 | **☐**  | **☐**  | **☐**  |
| 1. **Developing enterprise analysis budgets**
 | **☐**  | **☐**  | **☐**  |
| 1. **Developing production plans (cropping or grazing)**
 | **☐**  | **☐**  | **☐**  |
| 1. **Developing marketing plan**
 | **☐**  | **☐**  | **☐**  |
| 1. **Developing a business/strategic plan**
 | **☐**  | **☐**  | **☐**  |
| 1. **Developing a land plan**
 | **☐**  | **☐**  | **☐**  |
| 1. **Effectively managing human resources**
 | **☐**  | **☐**  | **☐**  |
| 1. **Monitoring and analyzing land health/soil fertility**
 | **☐**  | **☐**  | **☐**  |
| 1. **Setting up bookkeeping & record-keeping systems**
 | **☐**  | **☐**  | **☐**  |
| 1. **Monitoring cash flow**
 | **☐**  | **☐**  | **☐**  |
| 1. **Market research**
 | **☐**  | **☐**  | **☐**  |
| 1. **Networking**
 | **☐**  | **☐**  | **☐**  |
| 1. **Developing promotional materials and advertising**
 | **☐**  | **☐**  | **☐**  |
| 1. **Proper communication with customers/buyers**
 | **☐**  | **☐**  | **☐**  |
| 1. **Selling farm products & services**
 | **☐**  | **☐**  | **☐**  |
| 1. **Web design and social networking**
 | **☐**  | **☐**  | **☐**  |

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| **Yes, I commit to attending all 5 sessions (Sept 20, 2014; Oct. 4-5, 2014; Oct. 18-19, 2014) and/or completing a whole farm/ranch plan. Initials: \_\_\_\_\_\_\_\_**  |