

# Home Field Advantage

## Future Farms & Ranches: Upper Piedmont Helps Farmers Attain Financial and Environmental Success

“...improving the quality of their lives and developing profitable and sustainable farms.”



*Farmers in Rappahannock County, Virginia learn the principles of Holistic Management*

### Experienced Farmers And Newcomers to The Field Learn Sustainable Farming Techniques

At Holistic Management International (HMI), we recognized a need for agricultural communities to come together to learn how they can improve the quality of their lives and develop profitable and sustainable farms and ranches. To fulfill that need, we created the Future Farms & Ranches program, which serves both experienced farmers coping with changing environmental and market conditions and young farmers who need help creating an action blueprint for success. We help these communities by educating farmers on how to manage land for a sustainable future.



*Farmers mentor fellow farmers*

### Future Farms & Ranches: Upper Piedmont

After a pilot year in Rappahannock, Virginia, HMI is implementing a program in Upper Piedmont. This one-year program will educate and support farmers in rural Virginia. Participants will learn sustainable agriculture whole farm planning using the Holistic Management® framework, and receive targeted, intensive training in each of five key areas:

- Goal setting
- Financial planning
- Grazing planning
- Infrastructure & Crop planning
- Biological monitoring

“ We help communities by educating farmers on how to manage land for a sustainable future. ”

HOLISTIC MANAGEMENT INTERNATIONAL



*Holistic Management Certified Educator, Peggy Sechrist, conducts a town hall meeting*

### Farmers Need Your Support

With your support, the Future Farms & Ranches: Upper Piedmont Program will train farmers in Holistic Management whole farm planning to help ensure that sustainable agriculture is a viable livelihood, allowing farmers to reach financial and environmental success while enhancing the rural heritage and quality of life of the Upper Piedmont.





### Training in Your Area

Training is conducted by Holistic Management experts who train farmers in the Upper Piedmont region. Participants can take what they've learned and apply to their own properties.

Between training sessions, the farmers work together as a team to complete training assignments and to network during the program's monthly study group meetings. HMI provides further support in the form of teleconferencing with a Holistic Management Certified Educator, who is available to address questions that might come up as the farmers practice their new skills.

*"I cut my fertilizer cost more than half and cut fuel costs by 1/3."*

-Dick McNear, Washington, VA

### The 2012 Program

- A 12-month program in Whole Farm Planning using the framework of Holistic Management starting in July 2012
- Consists of two-2 day workshops in Sperryville, four 3-hour webinars, and 12 months of telephone and peer-to-peer support
- \$500 per farm

### Results from 2011 Program Participants

*"We've stopped making hay, sold our hay equipment, and are keeping all the nutrients on our farm. Our grazing season has been extended and we've fed half the amount of hay this year as last, all due to grazing planning and the implementation of a Holistic Goal."*

-Mike Peterson, Sperryville, VA

*"We've saved about \$800 on diesel, \$1000 on fish oil fertilizer."*

-David Schoumacher, Hume, VA

### Proven Methods Providing Higher Yields & Profits

Holistic Management practices are adaptable to different types of land management all over the world, allowing orchardists, row crop and vegetable farmers, and traditional grazing farmers to benefit.

Holistic Management uses proven methods to successfully manage land resources in partnership with nature, resulting in healthier crops and livestock, higher yields and increased profits. The methods work to optimize the use of rainfall and conserve water resources, improve soil health and the biodiversity of range lands and pastures, and restore damaged grasslands and streams.

### About HMI

HMI is an Albuquerque-based international non-profit organization. Our mission is to educate people to manage land for a sustainable future.

We believe people count, healthy land is essential, and money matters.

We accomplish our mission by delivering a variety of programs and services designed to educate and support farmers, ranchers and land stewards in their efforts to enhance the land through Holistic Management®, a whole ranch/farm planning system.



Farmers learn proven methods in land management resulting in higher yields

HMI is grateful for the support of our Future Farms & Ranches: Upper Piedmont sponsor

# flavor

### Please Help Us Grow

As a non-profit organization, HMI is always grateful for donations in support of our mission. Visit our website at [www.holisticmanagement.org](http://www.holisticmanagement.org) or phone our Development Department at 505-842-5252 to find out how you can contribute.

Join the conversation:



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