|  |  |  |
| --- | --- | --- |
| **Please email completed form to Julie Fierro at** [**julief@holisticmanagement.org**](mailto:julief@holisticmanagement.org)    **Primary Contact Information** | | |
| ***Name*** | ***Mailing Address*** | ***City / State / Zip*** |
|  |  |  |
| ***Cell Phone*** | ***Home / Work Phone*** | ***Email*** |
|  |  |  |

|  |  |
| --- | --- |
| **Professional Information** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***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** | | **☐** | | **☐** | **☐** |

|  |
| --- |
| **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: \_\_\_\_\_\_\_\_** |