

Holistic Management International
Beginning Farmers & Ranchers: Women in the Northeast
2013-2014 Massachusetts Season Data

BWF PARTICIPANT BEHAVIOR CHANGE	Year One Percentage
Holistic Goal/Whole Farm Plan	100%
Grazing Plan	89%
Marketing Plan	89%
Financial Plan	83%
Biological Monitoring	78%
Business Plan	72%
Land Plan	67%
Forge Relationships That Positively Impacted You	72%

Key Areas of Increased Satisfaction	% Participants Experiencing Change
Satisfaction with Ability to Determine Needed Profit	89%
Satisfaction with Ability to Make Complex Decisions	88%
Satisfaction with Time Management	83%
Satisfaction with Communication	56%

Key Results from Training	% of Participants
Human Resource Management	
Better Ability to Determine Resources Available to You	89%
Clearer sense of what your farm is managing towards	78%
Improved Decision Making	78%
More Efficient Use of Resources	72%
Improved Communications on the Farm	61%
New Policies and Systems Implemented	61%
Better Relationships	61%
Financial Resource Management	
Improved Ability to Articulate Goals and Objectives of Business to Others	100%
Improved ability to determine most effective enterprises	100%
Improved Understanding of your Market and How Your Business Fits In	89%
Prioritized investments	78%
Ability to Identify Business Challenges from Previous Years	78%
New or Improved Record Keeping Systems	78%

Changes in How Your Prioritize Expenses	78%
Improved Ability to Discern most Appropriate Market Channels	72%
Strategies for More Effective Reinvestment in the Business	72%
Enhanced Understanding of Your Farm Finances	72%
Changes in Farm Enterprises	72%
Improved ability to effectively market products	56%
New marketing methods you have employed	56%
Greater efficiencies realized	50%
Reduced Farm Expenses	44%
Increased Farm Profits	39%
Increased Net Worth	11%
Natural Resource Management	
Improved Environmental Conditions	33%
Improved Ability to Manage Animals	44%
Less Stress for Farmers	67%
Reduction of Overgrazed Plants	44%
Improved Understanding of Your Farm's Eco-System	89%
Improved Ability to Determine Appropriate Management to Address an Environmental Issue	83%
Implementation of Specific Management Practices to Remediate an Environmental Issue	44%
Improved Understanding of Your Forage Composition	72%
Improved Environmental Conditions on Your Farm	39%
Desired Change in Species Composition	56%

Knowledge Change per Course	Percent Change in Class Average	% Participants Experiencing Knowledge Change
Session One – Goal Setting		
Develop a Whole Farm Goal	71%	81%
Identify Needed Farm Systems and Protocols	53%	76%
Integrate Social, Economic, and Environmental Factors into Decision-Making	50%	76%
Defining Effective Management Team	38%	76%
Session Two – Time Management		
Ability to Make Complex On-Farm Decisions	27%	70%

Assess How Time is Spent on Farm	37%	65%
Effectively Manage Time on Your Farm	33%	60%
Session Three – Financial Planning I		
Attitude Toward Financial Planning	45%	86%
Identifying Logjams and Adverse Factors on Farm	44%	79%
Determining Viable Profitable Enterprises for Your Farm	56%	79%
Ability to Develop Balance Sheet	40%	71%
Session Four – Financial Planning II		
Delineating Farm Expense Categories	72%	95%
Monitoring Your Financial Plan	53%	84%
Prioritizing and Cutting Farm Expenses to Guide Reinvestment	41%	79%
Assessing Farm Cash Flow	52%	79%
Getting Profit You Need from Your Farm	42%	74%
Session Five – Marketing		
Effectively Promote Products and Services	44%	84%
How to Develop a Marketing Plan	52%	84%
Marketing Outreach Towards Your Whole Farm Goal	36%	74%
Session Six – Business Planning		
Ability to Use Financial Plan to Determine Viable Markets for Farm	47%	86%
Ability to Develop a Business Plan for Farm	41%	80%
Ability to Implement Systems and Projects to Move Towards Whole Farm Goal	37%	73%
Attitudes Towards Value of Having a Business Plan to Guide Farm	30%	67%
Knowledge of Resources for Developing Strategic Plan for Farm	28%	60%

Session Seven – Leadership and Communication		
Conflict Resolution Skills for Farm	40%	88%
Incorporating Diverse Learning Styles toward More Effective Leadership and Communication	35%	88%
Awareness of Communication Patterns on Farm	31%	81%
Using Whole Farm Goal to Guide Communication on Farm	35%	75%
Effective Communication Tools for Farm	26%	69%
Session Eight – Land Planning		
Prioritize Land and Infrastructure Development/Investments	65%	100%
Design Strategies to Build Resilient, Diversified Farms	57%	89%
How to Incorporate Natural Resource Issues into Land Planning	44%	89%
Assess Management Considerations to Guide Land Planning	46%	78%
Session Nine – Grazing		
How to Determine Number of Animals Your Pasture Can Support	100%	100%
How to Determine the Number of Paddocks	111%	100%
How to Determine Grazing Periods	78%	100%
How to Assess Recovery Periods	92%	100%
How to Assess Quantity of Forage in Pasture	115%	100%
Value of Grazing Planning	57%	91%
How to Improve Land Health with Livestock	67%	91%
Session Ten – Soil Fertility		
Ability to Monitor Farm Eco-System Health	37%	78%
Benefits of a Covered Soil	30%	72%
Indicators of a Healthy Farm Eco-System	26%	72%
Importance of Improving Soil Fertility Sustainably	29%	67%

Value of Organic Matter in Soils	19%	61%
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