



Beginning Farmers & Ranchers: Women in the Northeast & Texas New York, 2013-2014 Season, Program Results

BWF PARTICIPANT BEHAVIOR CHANGE	% of participants
Holistic Goal/Whole Farm Plan	100%
Land Plan	100%
Grazing Plan	100%
Forge Relationships That Positively Impacted You	100%
Financial Plan	89%
Biological Monitoring	75%
Business Plan	67%
Marketing Plan	67%

Key Outcomes for Participants from Program	% Participants Experiencing Change
Increased Satisfaction with Communication	100%
Increased Satisfaction with Ability to Determine Needed Profit	100%
Increased Satisfaction with Quality of Life	89%
Increased Satisfaction with Time Management	89%
Increased Satisfaction with Ability to Make Complex Decisions	78%

Course & Topics	% Participants Experiencing Knowledge Change
Session One – Goal Setting	
Develop a Whole Farm Goal	89%
Define What You Are Managing Towards	83%
Integrate Social, Economic, and Environmental Factors into Decision-Making	83%
Inventory Farm Resources	78%

Defining Effective Management Team	67%
Identify Needed Farm Systems and Protocols	61%
Session Summary	94%
Session Two – Time Management	
Effectively Manage Time on Your Farm	86%
Ability to Make Complex On-Farm Decisions	73%
Assess How Time is Spent on Farm	71%
Session Summary	93%
Session Three – Financial Planning I	
Determining Viable Profitable Enterprises for Your Farm	100%
Attitude Toward Financial Planning	91%
Ability to Develop Balance Sheet	82%
Determining Your Farm's Projected Revenue	82%
Identifying Logjams and Adverse Factors on Farm	82%
How to Increase Farm Net Worth	73%
Session Summary	100%
Session Four – Financial Planning II	
Getting Profit You Need from Your Farm	100%
Skills in Developing Whole Farm Financial Plan	93%
Delineating Farm Expense Categories	93%
Prioritizing and Cutting Farm Expenses to Guide Reinvestment	87%
Assessing Farm Cash Flow	87%
Monitoring Your Financial Plan	80%
Session Summary	100%

Session Five – Marketing	
Marketing Outreach Towards Your Whole Farm Goal	86%
Effectively Promote Products and Services	86%
Using Whole Farm Goal and Financial Plan to Develop Marketing Plan	79%
Profitably Price Products and Services	79%
Understanding Your Competition	75%
How to Develop a Marketing Plan	69%
Session Summary	100%
Session Six – Business Planning	
Ability to Develop a Business Plan for Farm	92%
Knowledge of Resources for Developing Strategic Plan for Farm	85%
Attitudes Towards Value of Having a Business Plan to Guide Farm	85%
Ability to Use Holistic Goal to Guide Business Strategic Plan	85%
Ability to Use Financial Plan to Determine Viable Markets for Farm	77%
Ability to Implement Systems and Projects to Move Towards Whole Farm Goal	75%
Session Summary	92%
Session Seven – Leadership and Communication	
Using Whole Farm Goal to Guide Communication on Farm	78%
Understanding Diverse Ways People Seek Recognition and Affirmation	75%
Incorporating Diverse Learning Styles toward More Effective Leadership and Communication	67%
Effective Communication Tools for Farm	63%
Conflict Resolution Skills for Farm	63%
Session Summary	78%

Session Eight – Land Planning	
Prioritize Land and Infrastructure Development/Investments	90%
How to Incorporate Natural Resource Issues into Land Planning	89%
Design Strategies to Build Resilient, Diversified Farms	80%
Assess Management Considerations to Guide Land Planning	80%
How Permaculture Fits into Holistic Land Planning	70%
Session Summary	100%
Session Nine – Grazing	
How to Improve Land Health with Livestock	100%
How to Determine Grazing Periods	100%
How to Determine Number of Animals Your Pasture Can Support	75%
How to Determine the Number of Paddocks	75%
Value of Grazing Planning	75%
How to Assess Recovery Periods	75%
How to Assess Quantity of Forage in Pasture	75%
Session Summary	100%
Session Ten – Soil Fertility	
Ability to Monitor Farm Eco-System Health	100%
Indicators of a Healthy Farm Eco-System	89%
Importance of Improving Soil Fertility Sustainably	78%
Value of Organic Matter in Soils	78%
Benefits of a Covered Soil	78%
Understanding Eco-system Processes on Your Farm	78%
Benefits of Biodiversity	67%

Session Summary	100%
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Experienced Increased Confidence in Key Management Areas	% of participants
Human Resource Management	
Manage Your Time on Your Farm	93%
Make Complex Decisions on Your Farm	93%
Developing Written Whole Farm Goal	89%
Communicating with Decision Makers	78%
Providing Leadership on Your Farm	67%
Using Testing Questions for On Farm Decision Making	64%
Delineating Farm Resources for Management	61%
Financial Resource Management	
Identifying Resources to Assist You in Developing a Business/Strategic Plan	92%
Determine Viable Profitable Enterprises	91%
Developing a Business/Strategic Plan	85%
Implementing Important Strategic Systems and Projects	85%
Ability to Identify Logjam/Adverse Factors	82%
Monitoring Your Farm Financial Plan	80%
Developing a Marketing Plan that Meets Your Farm's Needs and Goals	79%
Promoting Your Farm Products	79%
Determine Your Farm's Net Worth	73%
Getting Profit You Need From Your Farm	73%
Prioritizing Cutting Farm Expenses to Guide Re-investment	73%
Determining Weak Link in Farm Enterprises	73%

Pricing Your Farm Products	71%
Ability to Prioritize Land/Infrastructure Improvements on Farm	70%
Identifying Cash Flow Issues on Farm	67%
Determine Your Farm's Projected Revenue	55%
Natural Resource Management	
Monitoring Your Farm's Eco-System Health	100%
Improving Eco-System Health on Your Farm	89%
Building Organic Matter in Your Soils	89%
Intended Behavior Changes	% of participants
Human Resource Management	
Using Testing Questions	100%
Implement Time Management Tools or Processes	92%
Develop a Whole Farm Goal	83%
Change Leadership Practices	57%
Financial Resource Management	
Complete or Modify a Financial Plan	100%
Change Enterprise Assessment	100%
Complete or Modify a Business Plan	100%
Complete or Modify a Marketing Plan	92%
Prioritize and Cut Expenses	80%
Enter Financial Data Regularly	73%
Monitor Financial Plan	67%
Strategically Reinvest in Farm	67%
Change Marketing Practices	67%

Change Record-Keeping	64%
Natural Resource Management	
Complete or Modify Written Land Plan	100%
Conduct Biological Monitoring on Farm	100%
Change Land Management Practices	63%
Change Eco-System Health Practices	56%
Change Grazing Practices	50%

Session Satisfaction	Class Percent rated good or excellent
Whole Farm Goal Setting	100%
Decision Testing & Time Management	87%
Holistic Financial Planning	100%
Enterprise Analysis	100%
Marketing Planning	86%
Business Planning	100%
Leadership & Communication	78%
Land Planning	89%
Grazing Planning	75%
Biological Monitoring	89%

Post-Program Impacts	Percent of Participants
Human Resource Management	
Better Ability to Determine Resources Available to You	100%
Improved Communications on the Farm	89%
Improved Decision Making	89%

Better Relationships	89%
Clearer sense of what your farm is managing towards	78%
More Efficient Use of Resources	78%
New Policies and Systems Implemented	56%
Financial Resource Management	
New or Improved Record Keeping Systems	78%
Strategies for More Effective Reinvestment in the Business	67%
Improved ability to determine most effective enterprises	67%
Enhanced Understanding of Your Farm Finances	67%
Changes in How You Prioritize Expenses	56%
Ability to Identify Business Challenges from Previous Years	56%
Improved Understanding of your Market and How Your Business Fits In	44%
New Business Systems (Improved Understanding of your Market and How Your Business Fits into These)	44%
Prioritized investments	44%
Natural Resource Management	
Improved Ability to Incorporate Social, Environmental, and Financial into Your Land Plan	89%
Improved Ability to Prioritize Land Planning Investments	67%
Improved Understanding of Your Farm's Eco-System	67%
Increased Efficiency of Farm Chores as a Result of Land Planning	56%
Improved Ability to Determine Appropriate Management to Address an Environmental Issue	56%
Improved Understanding of Your Forage Composition	56%
Improved Environmental Conditions as a Result of Land Planning	44%
Implementation of Specific Management Practices to Remediate an Environmental Issue	44%
Achievement of Environmental Goals in Your Land Plan	44%
Improved Environmental Conditions on Your Farm	44%
Desired Change in Species Composition	22%
Reduction in Feed Costs	20%
Less Stress for Farmers	20%
Less Stress for Animals	20%