**SYWTFIM Class # 1 Follow Up - HW and Resources**

Good afternoon everyone,

I hope you all enjoyed our first class last night. We have a great group of farmers and I hope you get a lot out of this series!

**Homework**

- Begin writing your business plan (Incentive- finished Business Plans by October 30th (4th Class), will be entered in drawing for Quickbooks Pro!)

- Enterprise Research Projects- will be reporting back to the group at future sessions (Assignment Attached Below)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Snacks (Market Research)** | **Snacks (Market Research)** | **Enterprise Research Report** | **Enterprise Research Report** | **Enterprise Research Report** |
| **Class # 2 10/16/2018** | Colleen | Heidi | Jax | Nick | Ruby |
| **Class # 3 10/23/2018** | Jillian |  | Ken | Heidi | Nichole |
| **Class # 4 10/30/2018** | Nichole |  | Michelle/ Ben | Parker | Jillian |

- Read Chapters 1 - 3 in Aubrey

- Find and download a Web Soil Survey Report for your farm or potential property.

**Resources Mentioned**

- Search using your search term followed by site:edu to get only research-based results

- [Maine Soil Testing Service](https://umaine.edu/soiltestinglab/)

- Bulk Lime Spreader List

- [AgPlan Online Business Planning Tool](https://agplan.umn.edu/)

- [Beginning Farmer Resource Network of Maine](https://extension.umaine.edu/beginning-farmer-resource-network/)

- Enterprise Budget Examples (attached below)

- Assessing Soil and Farm Resources (attached below)

- How To; Web Soil Survey Step-by-Step (attached below)

- Hen and Egg Cost of Production Excel Calculators (attached below)

- David Rocque - State Soil Scientist -(207) 287-2666 - [David.Rocque@state.me.us](mailto:David.Rocque@state.me.us)

See you all next week.

Best,

[C:\Users\Jason Lilley\Downloads\enterprise budgets 2016.docx](file:///C:\Users\Jason%20Lilley\Downloads\enterprise%20budgets%202016.docx)

[C:\Users\Jason Lilley\Downloads\Enterprise Evaluation Assignment.doc](file:///C:\Users\Jason%20Lilley\Downloads\Enterprise%20Evaluation%20Assignment.doc)

[C:\Users\Jason Lilley\Downloads\Assessing Soil Resources.pdf](file:///C:\Users\Jason%20Lilley\Downloads\Assessing%20Soil%20Resources.pdf)

[C:\Users\Jason Lilley\Downloads\Web Soil Survey – Homework.docx](file:///C:\Users\Jason%20Lilley\Downloads\Web%20Soil%20Survey%20–%20Homework.docx)

**SYWTFIM Class # 2 Follow Up - HW and Resources**

Hi Everyone,

Nice seeing everyone Tuesday evening. Here are some resources from the class and homework that will be due next week. This week our guest speakers were;

* Abby Sadauckas from [Land for Good](http://www.landforgood.org/) - [abby@landforgood.org](mailto:abby@landforgood.org)
* Linda Brackett from [Austin Associates](https://www.austinpa.com/) - [linda@austinpa.com](mailto:linda@austinpa.com)

-Here are some good resources to help with developing customer surveys.

* <https://extension.psu.edu/asking-good-questions-surveys>
* <https://extension.psu.edu/listening-to-your-customers-asking-good-questions>

-The book that we were discussing that has a good tutorial of using Quick Books for farmers is called **"The Farmers Office"** by Julia Shanks!

**Homework for Class #3**

1. Read chapters 4-6 Aubrey

2. Develop your own customer survey

3. Continue work on business plan

4. Enterprise research reports

* Next week we will hear enterprise research reports from;
  + Ken, Heidi, and Nichole
  + Focus on the market potential, regulatory requirements, potential cost of production, and special equipment or processing needs for your enterprise.
* Snacks from Jillian and anyone else who is inspired to contribute.

See you all next week!

**(INCLUDE RELEVANT LINKS FROM CLASS)**

**SYWTFIM Class # 3 Follow Up - HW and Resources**

Hello everyone.

Thanks for another great session. It's really fun getting to know a bit more about your farms and ideas week by week.

I hope you enjoyed our guest speakers this week. They had a ton of information to cover in an hour each, but I hope you feel like you got a good introduction to conducting market research and farm financial management.

I've attached a couple of excel calculators for poultry operations- I mentioned them a few weeks ago, but I don't think they went out to you all yet. I also attached PDFs of my slides from night 1 on Business Plan Basics and Enterprise Budgets.

Jason's customer survey presentation from last week is attached.

**Homework:**

- **Finish your Business Plans and email to me:** [**tori.jackson@maine.edu**](mailto:tori.jackson@maine.edu)

(Incentive- finished Business Plan by end of series, will be entered in drawing for Quickbooks Pro!)  
- Remaining Enterprise Research Projects (Michelle/Ben, Parker, Jillian, Kathleen)  
- Read Chapters 7-10 in Aubrey

- FSA Borrower Training Folks: I have attached the homework sheet again. Be sure to have all \*\* assignments done by your one-on-ones on November 6/7

Resources from tonight

**Jed Beach, Farm Smart Maine & 3 Bug Farm**

[jed@farmsmartmaine.com](mailto:jed@farmsmartmaine.com)

[FarmSmart Maine](https://www.farmsmartmaine.com/)

Jed's slides are attached.

**Rose Creps, AVCOG/ SBDC Center Director**

[RCreps@avcog.org](mailto:RCreps@avcog.org)

Links to more data on financial statements from Rose Creps:

[Quickbooks Guides](https://quickbooks.intuit.com/r/guides/accounting-101-small-businesses/)

[Financial Statement Analysis for Your Small Business Firm](https://www.thebalancesmb.com/financial-statement-analysis-for-your-small-business-firm-393582)

[Financial Reporting Guide For Small Businesses](https://www.digitalistmag.com/finance/2017/03/06/financial-reporting-guide-for-small-businesses-04931363)

Accounting Text Book:  
<https://www.principlesofaccounting.com/>

Rose's slides and spreadsheets are attached.

Next week is our last class! We will have research reports from Michelle & Ben, Parker, Jillian, and Kathleen. Our guest speaker will be Allyn Lamb from SCORE and then we will have a panel to answer your questions. Bring a few with you! Our panelists will be:

* Allyn Lamb, SCORE
* Tom Kuklinski, FSA
* Wayne Monroe, NRCS
* Kathryn Bisson, Farm Credit East
* Phil Doucette, Austin Associates
* Dave Colson, MOFGA Certification

**(INCLUDE RELEVANT LINKS FROM CLASS)**

**SYWTFIM Class # 4 Follow Up - HW and Resources**

Hello everyone.

Thanks for your participation in the 2018 *So, You Want to Farm in Maine?* series. We hope it was useful for you as you plan and refine your new farm goals.

Our speakers last night were:

Allyn Lamb, [SCORE](https://www.scoremaine.org/us/)- [allyn.lamb@scorevolunteer.org](mailto:allyn.lamb@scorevolunteer.org)

Steve Veazy, [SCORE](https://www.scoremaine.org/us/)- [stephen.veazey@scorevolunteer.org](mailto:stephen.veazey@scorevolunteer.org)

Phil Doucette, [Austin Associates](https://www.austinpa.com/)- [philip@austinpa.com](mailto:philip@austinpa.com)

Kathryn Bisson, [Farm Credit East](https://www.farmcrediteast.com/)- [Kathryn.Bisson@farmcrediteast.com](mailto:Kathryn.Bisson@farmcrediteast.com) ([new farmer programs](https://www.farmcrediteast.com/products-and-services/new-farmer-programs))

Dave Chiappette, [USDA NRCS](https://www.nrcs.usda.gov/wps/portal/nrcs/site/me/home/)- [david.chiappetta@usda.gov](mailto:david.chiappetta@usda.gov)

Tom Kuklinski, [USDA FSA](https://www.fsa.usda.gov/state-offices/Maine/index)- [thomas.kuklinski@me.usda.gov](mailto:thomas.kuklinski@me.usda.gov)

I have attached the PPT presentation and 12-month cash flow handout from Steve Veazy and Allyn Lamb.

A note from Becca about NRCS Programs:

Beginning and Socially Disadvantaged Farmers who qualify for cost-share from NRCS are eligible for advanced payments (50% of cost share up front) which can help bridge the gap when paying for a high tunnel. Here's a flyer that (briefly) mentions the advanced payment option: <https://www.nrcs.usda.gov/Internet/FSE_DOCUMENTS/stelprdb1247889.pdf>

It's not widely advertised so participants might have to specifically request it from their conservationist.

**Course Evaluation**

Please watch your email for an evaluation we will be sending you soon!

**Next Week (only for those seeking FSA Borrower Training Credit)**

For those of you coming in for one-on-ones next week, here is the schedule**.**

Tuesday, November 6th

With Frank & Becca

4:00     Nick Cabrera

5:00     Jax Huntley

6:00     Nichole Howard

7:00     Heidi Watson

Wednesday, November 7th

With Tori & Jason

3:00     Kathleen Sweetser

4:00     Jillian McGrath

5:00     Ken Hoyt

6:00     Ben Wolcott & Michelle Moon

*We will be meeting in a different space in the Falmouth office*. When you come in the front door, hop on the elevator directly in front of you and go to the second floor. We'll post signs, but down the hallway there is a small conference room where we will be.

I have attached the required homework assignment sheet one more time. Please be prepared to provide evidence that you have completed each assignment, including sending along an electronic version of your draft business plan before your meeting. (If they all come to me, I will make sure the team has yours for your meeting: [tori.jackson@maine.edu](mailto:tori.jackson@maine.edu)).

We will go through your homework, discuss your business plan, and you will complete an FSA-required course evaluation (separate from our own evaluation). Bring along any questions or concerns you have about your plans so far as well.

Thanks,