



**2020-2021 Course Schedule (subject to change)**

1	November 5th	Intro to OGS and Racial Equity and Agriculture	Session 1 will lay the foundation for our course. We will introduce you to Organic Growers School and to each other. We will review group norms and agreements. We will take a deep dive into exploring the complexity of the US food system through the lens of power, privilege, and equity. This session explores historical discrimination through land and agricultural policy.
2	November 12	Starting on Solid Ground: Connecting Values & Goals	Introduction to Holistic Goal, a core component of whole Farm Planning and a proven tool for sustainable farm management. Participants will work with their holistic goal and how our land, as well as our community and behavior must be in order to sustain our vision for generations to come.
3	November 19	Holistic Goal: Decision Making on the Farm	In Session 3, You will also learn how to use the Holistic Goal in whole farm planning to develop an effective framework for decision-making that reflects your personal values, goals and life vision.
4	December 3rd	Business Foundations	In Session 4 Learn from a farmer's perspective how they accessed land and capital to start their business and why they chose their business model. covers topics related to being in the "business" of farming, including business structures, registering a business name, incorporation, farm taxes, insurance, and other legal and business requirements.
5	December 10th	Financial Planning 101 Kimberly and Nicole	Session 5 examines your beliefs about money and introduces home and farm budgets. We will investigate enterprise planning. We will work with the enterprise decision guide. Balance sheet exercises and aligning enterprises with resources will be explored. We will discuss minimum viable product and workshop enterprise ideas and help participants align and ground farm enterprise ideas with financial needs and with quality of life.
6	December 17th	Financial Planning 102: Green Heffa Farm	Session 6 You will have the opportunity to see real numbers from an established farmer's financial plan and learn about the realities of planning the financial part of the farm business? Learn from Cee Stanley how to tell your story in a unique and authentic way. Explore alternative funding opportunities to help your farm business thrive. Discuss the activism that comes with being a farmer, and how to harness your voice as an advocate for justice.. Dive into the following topics: <ul style="list-style-type: none"> <li>● Grant funding opportunities</li> <li>● Alternative revenue streams</li> <li>● How to get corporate partnerships and sponsorships</li> <li>● Leveraging relationships</li> <li>● Brand positioning</li> <li>● Why social responsibility pays off</li> </ul>

7	January 7th		
8	January 14th	Business Planning and Marketing	Session 8 We will explore what is involved in sound business planning, decision-making, and developing the skills to successfully start & operate a farm business . Our farmer will explore how to put these to use to develop a marketing plan that pursues one's goals.
		Marketing Basics	Session 8 introduces marketing concepts, including the 4 Ps and how to put these to use to develop a marketing plan that pursues one's goals. Participants develop knowledge of marketing channels and how to know your customer.
9	January 28th	Financial Planning 103: Cash Flow	In Session 9, participants will dissect the different components of management that occur on a successful farm business. The farmer presenter will illustrate the value of budgeting annual income and expenses as a tool to help make decisions and plan for profit, including cash flow templates.
10	February 11th	Business Planning To Do's	Taxes and Legal, Insurance, review of business structures Breakout rooms on : Enterprise Development and budgets
11	February 18th	Land Access and Assessment	Session 11 will be a farmer panel discussing their access to land in farming. Issues around farmland access including historical discrimination in lending, buying, heir property loss. In addition, current resources will be provided regarding leasing, buying, conservation, land design, management and use.
ASAP's BOF		ASAP's Business of Farming Conference	Participants attend Appalachian Sustainable Agriculture Project's one-day conference with workshops on business planning, direct and wholesale marketing, agritourism, food safety, meetings with regional buyers, and one-on-one business, legal and marketing consulting.
Spring Conference	March Date TBD, 2021	OGS Spring Conference Tracks	OGS Spring Conference offers a wealth of organic focused practical education opportunities. Over the course of two days participants can choose from over 100 different workshops. Students are encouraged to participate in the Farming - Beginning Track workshops, and other workshops that align with your farm plan.
12	February 25th	Growing Season Learning Plan	In session 12 participants , participants will share their Growing Season Learning Plan and goals for the upcoming year, share on preparing for mentorships and other OGS events for Farm Beginnings.
Harvest Conference	Sept. Date TBD 2021	OGS Harvest Conference	OGS's Harvest Conference is a fall event featuring fall & winter growing, home cooking, fermentation, and preservation. Participants will attend the Friday and/or Saturday full day workshops.

	September 2021	Final Project: Farm Proposal Presentations	The final session participants present their farm proposal in the context of their growing season experience, synthesizing the work done throughout the course. It is also a final end-of-program celebration to motivate students as they move forward on their own in pursuit of their farm dream.
One-on-one	April-September	Mentorship	Participants are matched with a Mentor Farmer for 15 hours of one-on-one support and skill-building during the summer season. This time can be used on farm and off to develop production and business skills with an experienced farmer.
CRAFT	April-September	CRAFT Farm Tours	Participants attend up to 10 farm tours hosted by CRAFT Farm Members. Topics change each year and cover practices like cover crops, vegetable production, livestock, marketing, production planning, and more. Schedule TBD.
On farm Workshops	All year	Living Web Farms Workshops	Participants can attend sustainable living, food and farm production oriented workshops hosted at Living Web Farms Schedule TBD.