

# Whole Farm Planning

Sustainable Small Farming & Ranching

Developing Your Whole Farm Goals



Skagit  
County

WASHINGTON STATE UNIVERSITY  
EXTENSION



**CULTIVATING SUCCESS™**  
sustainable small farms education

# Reading Review:

## *What is Sustainable Agriculture*

- Give a quick overview of profiled farm: Who/What/Where/When/Why
- How is this business sustainable:
  - Environmental
  - Social
  - Economic
- Is there anything about this operation that challenges your ideas of sustainability?
  
- *Comparte una descripción de la granja (Quien/Que/Donde/Cuando/Porque)*
- *Como es sostenible este negocio:*
  - *Medio-ambiental*
  - *Social*
  - *Economica*

# Whole Farm Planning

Sustainable Small Farming & Ranching

Developing Your Whole Farm Goals



Skagit  
County

WASHINGTON STATE UNIVERSITY  
EXTENSION



**CULTIVATING SUCCESS™**  
sustainable small farms education

# Two Sides of the Whole Farm Plan

## Functions of the Operation

- What will you produce?
- How will you manage
  - Crop rotation?
  - Diseases and pests?
- How will harvest and sales be managed?

## Personal Goals and Expectations

- What draws you to agriculture?
- What work/life balance best meets the needs of your household?
- What level of income is necessary for your life?

# Two Sides of the Whole Farm Plan

## Personal Goals and Expectations

- What draws you to agriculture?



- What work/life balance best meets the needs of your household?



- What level of income is necessary for your life?



## Functions of the Operation

- What will you produce?

- How will you manage

-Crop rotation?

-Diseases and pests?

- How will harvest and sales be managed?

# Ask yourself these questions:

- **What can I do that will be most productive and worthwhile that matches my skills and interests?**
- **What am I really trying to achieve through use of my time, effort, money, and management skills?**



# Vision, Values and Beliefs

*Your vision is what you see in the future...for your farm, the landscape and your quality of life.*

**Your values and beliefs shape your vision**

**Your vision drives your actions**

# Things to think about...

- Farm operation (type, enterprise, etc.)
- Financial Requirements
- Quality of Life
- Current Resource Base
- Family



# Farm Operation



- **What type of enterprise?**
  - Livestock**
  - Crops**
  - Integrated**
  
- **What sales outlets best meet your enterprise and business approach?**

# Financial

What is your definition of financial success?



# Quality of Life

The measure of shared value and satisfaction you and your family attach to the various features of place, the environment and working together



# Your resources....

- Land, water and air
- People involved with the farm
- Potential of the landscape
- Purchasing power
- Your skills and knowledge



# Family

**The importance of family to farming can not be overlooked.**



*[www.ospreyhillfarm.com](http://www.ospreyhillfarm.com)*

- Farming is a lifestyle
- You don't leave home to go off to a job
- The people who are most important to you are often directly affected by the decisions you make

# Break your list of goals down into short term and long term

## Short Term

Gain knowledge about  
and experience  
In farming

## Long Term

Own and farm  
20 acres in the Pacific  
Northwest



Transition three  
acres to  
organic garlic

Supplemental farm income  
from production and  
direct marketing of  
organic garlic

# Understanding your goals

- **Is the goal realistic?**
- **Is it specific enough?**
- **Can you see how to get there?**
- **What are the action steps to achieve the goal?**
- **How will you monitor your goals?**

# Next Week

- **Whole Farm Plan Assignment**
  - **Whole Farm Goals**
  - **Farm Map**
- **Reading for discussion next week**
  - **New Organic Grower- Chapter 2 and 3**
  - **Market Farming Success- Chapter 3**
- ***Español: Introducción paginas 4,5,6***

# Field Trip #1

## Skagit County Festival of Family Farms

Saturday October 5<sup>th</sup> – 8:45am to 1:30pm

Meet at Skagit County Extension



# VIVA FARMS

October 10<sup>th</sup> at 6pm  
15366 Ovenell Rd, Burlington, WA

