**Facilitators’ Guide  
Cultivating Success Sustainable Small Acreage Farming & Ranching Course  
Session 1: Whole Farm Planning Workshop**

Saturday, January 18, 2020 - 9:00 am-3:00 pm PST/10:00 am -4:00 pm MST

Please Note: Please open your site for participant check-in at 8:30am PST/9:30am MST

**Zoom Link:** **If you have someone presenting from your site**, please use the presenter Zoom link you received in your email on 1.14.20 to log into Zoom.

If you do not have a presenter at your site, use the link below to join the webinar:

<https://uidaho.zoom.us/j/770781486>

Telephone:

US: +1 669 900 6833

Webinar ID: 770 781 486

**Instructor Webpage:** <https://www.cultivatingsuccess.org/programs> **Password:** CSidw@2020

**Student Webpage:** <https://www.cultivatingsuccess.org/student-page> **Password:** Sm@llfarmid2020

Thank you for your willingness to be a Site Facilitator for the   
Sustainable Small Acreage Farming & Ranching Course!

**Prior to the January 18:**

1. Remind participants of lunch arrangements or bring your own.
2. Confirm farmer(s) as a co-facilitator(s) for each short course day relative to the number of students enrolled at your site
   1. Collect completed W-9s and reimbursements forms for each farmer co-facilitator/presenter at your site.
3. Invite representatives from community organizations to participate in a resource panel after lunch. They should come for about 1 hour, if possible. See times below.
   1. Remember to take this headcount into consideration when catering
4. Make sure your technology is up and running to access content via the Zoom platform.
   1. You will need a laptop, projector, projection screen, auxiliary speakers for the room (so everyone can hear) and a microphone IF you are presenting.
   2. Every site will be muted during the webinars except the site that is presenting
   3. If you would feel more comfortable, you can acquire a second laptop/computer through which to type questions from the audience into the zoom chat box. Otherwise, you can type them from your primary device.
5. Obtain name tags for students to use during short courses
6. Sites with speakers (Sandpoint and Grangeville for WFP workshop)
   1. Speakers will only be presenting via their PowerPoint presentations, so a webcam is not necessary.
   2. When presenting you should have your speakers turned all the way down or off or you will experience delay/feedback. Remember to turn back on when you are done presenting!
7. You will need to download the agenda, exercises, and other materials from the instructor page and make copies for your participants.
   1. Ensure your farmer co-facilitator has copies of the worksheets and other materials in advance of the workshop.

**WFP workshop – Saturday, January 18** (note: *all times listed are Pacific Standard Time*)

This Site Facilitators Guide goes through the day’s agenda and provides you with details for each section. The day will move along rather quickly and it’s very important for both the webinar facilitators and the site facilitators to try to adhere to the time schedule.

The major challenges you will face are to encourage **student engagement / participation** and stick to the **time schedule**. The agenda includes several **webinar** presentation segments (identified by blue font) alternating with **local site exercises** (green font). With this continually changing format, the timing is very important. To complicate matters we have multiple sites and two-time zones.

Some general notes on schedule for day:

* Format for day: Content presented on the webinar is organized into sections. Each section includes an Extension team member covering 10 min. of background information and then the farmer team member perspective for 15-20 min., followed by a 5-minute Q&A facilitated by Colette from questions submitted from local sites.
* Q and A: If speakers run shorter – there will be more time for questions. You as a site facilitator will submit questions via the Questions function in Zoom during the presentations. Questions not answered live will be saved, answered after webinar and posted on the student web-page.
* Site Exercises: Most breaks for site locations to do exercises are 30 minutes (except lunch which is longer). This time limits the completion of the worksheets but that is okay – they can finish them later. It is more important they understand why to complete them and how they will help them develop their whole farm plan. If your class is large we suggest you break into small groups each with one facilitator or farmer to help the group as they discuss and answer questions. Talking among groups is fine as long as it is related to worksheet content! ☺
* Lunch is about 30 minutes – you can flex the time with a large group. It might take almost all the time you have to let them get their food, get seated again and then start the Resource panel.
* The Community Resource panel at each location will take about 30 minutes – depending on how many resource people were available to attend. You may have to do a short presentation about resource agencies and organizations for small farmers and what they provide.

**8:00 AM PST - Equipment set-up**

* Be ready with your equipment (discussed previously)
* Make sure to turn the computer running the webinar has no other programs running and make sure its “sleep mode” is OFF. This will prevent delays and technological difficulties with the projector, etc.
* You may be logged into Zoom as early as you’d like but by 8:30 AM PST at the latest. You will see a home page with the course logo until we go live. The zoom link is at the top of the page.
* If you feel most comfortable this way, remember to set up your additional laptop for yourself for asking questions. Be sure to turn off the sound on the additional computer.

**8:30 AM PST - Everyone arrives for mingling, getting coffee**

Be sure your site is set up and ready for registration before 8:30 am when students will start arriving.

* Welcome participants as they arrive, check off their name on the registration list and have them add any missing information.
* Give each participant their materials: name tag, agenda, exercise, extra worksheets, etc.
* Offer participants coffee and tea and any snacks you might have provided.

**9:00 AM Welcome & Ice Breaker**

* Local welcome and introduction by site facilitators
* Get Acquainted Exercise
* The “get acquainted exercise” needs to be completed before 9:25 AM Pacific Time.
* Here are the activity directions, or if you have a favorite get acquainted exercise, that’s fine too. The idea is to get people talking to each other and networking. Small groups may have time to just go around the circle and identify themselves and their interests in farming.

**Ice Breakers**

1. **Two sides** – The facilitator will point to one side of the room and make a statement. Participants decide if they fit into that description, then they go to that side of the room. If they do not, they will go to the other side of the room. Once you arrive, spend a moment looking at your group and then at those across the room. 1. I know someone else in the room. 2. I live in this town (the one you are in for the workshop). 3. I live in this county. 4. I was born in Idaho. 5. I am currently farming or gardening for income. 6. I am currently raising livestock for income.
2. **Four Corners –** hang up letters A though D, one for each corner.Ask them to briefly (in 1 minute or less) introduce themselves to those in their corner:
   1. Please move to Corner A, if you own agriculture land and are farming for income.
   2. Corner B, if you want to start farming but you haven’t yet.
   3. Corner C, if you are raising livestock or that is your interest area.
   4. Corner D, if you are planning to create a value-added product (e.g. Jam)

**As the facilitator, talk about some observations that you saw about numbers of people in each corner, what you might have heard people say, and/or ask the participants about their observations.**

END exercise by 9:25 AM so everyone can be reseated.

**9:30 AM – Statewide Welcome & Intro to Whole Farm Planning**

9:30 AM – Welcome, Whole Farm Planning and Sustainability – **Colette** (10 min)

9:40 AM – Farmers’ perspectives on Whole Farm Planning and Sustainability – **Greg Freistadt, Deep Roots Farm** (20 minutes)

10:00 AM - Q&A - **Colette** facilitates (5 min.)

**10:05 AM – Leave webinar** – Break and thenlocal site exercise - **Site Facilitators** (total 45 min.)

BREAK - Please allow a quick bathroom /snack break before starting your on-site exercise. (10 minutes)

10:15 AM – **Local Site Activity #1**: Getting to Know You

Complete Exercise #1 with the class.

**10:50 AM – Webinar: Whole Farm Resources**

10:50 AM Evaluating Your Whole-Farm Resources – **Jen Werlin and Jen Jensen** (30 min)

11:20 AM - Q&A -**Colette** facilitates (5 min.)

**11:25 AM-** **Leave Webinar –** Local site **Activity #2**: Taking Stock - **Site Facilitators** (35 minutes)

**Exercise #2: Taking Stock**

Briefly go over “why they should complete this worksheet.”

**12:00 PM – Lunch –** 30 minutes

**12:30 PM – Community Resource Panel** - **Site Facilitators** (30 minutes for panel including Q&A)

We suggest a panel of 3-5 people - each with 5 - 8 minutes

Might be from: NRCS, FSA, S&W Cons. Dist., Non-Profits, ISDA, Farmers Markets, etc.

Ask them to present a short description of their organization, what they do related to small acreage farmers and where students can find more info, who to contact, etc. They can pass out any relevant materials. When each have had time to speak – open it up to Q and A of the whole panel for about 10 minutes.

**Alternative to panel:** The site facilitator can share about locally available resources, and farmer can share resources they have utilized (eg. How to be part of the farmer’s market). Students can also work on worksheets during this time. More discussion time.

**1:00 PM –** **Webinar: Enterprise Feasibility**

1:00 PM Welcome back – **Colette** (5 min)

1:05 PM Assessing Feasibility of Enterprises **– Ken Hart** (10 min)

1:15 PM – Farmer Perspective on Evaluating Your Resources and Assessing Enterprises **January Spencer, Thors Forge Farm** (20 minutes)

1:35 PM - Q&A – **Colette** facilitates (5 min.)

**1:40 PM – Leave Webinar** Local Site Activity #3: Dream Analysis - **Site Facilitators** (30 min.)

For this activity, use Activity #3: Dream Analysis.

These worksheets are all about trying to match your ideas for a farm enterprise with your interests and your resources. Are you thinking of something that actually grows in your climate? If not, is it feasible to have high tunnels? And if so, are they economically feasible? And on and on… Do you have the soil type/pH for your crop? If not, how will you amend it? Can you afford that? What sort of fencing will you need and what is the cost? How would you finance that? A good discussion of this could take up half of the time.

**2:10 PM – Webinar: Assessing Markets**

2:10 PM Tips for Assessing the Market - **Ariel** (10 minutes)

2:20 PM - Farmer Perspective on Assessing Your Market – **Diane Green, Greentree Naturals** (15 min)

2:35 PM - Q&A - **Colette** facilitates (5 min.)

**2:40 PM – Webinar Wrap-Up** - Wrap up, what’s next, etc. - **Colette** (5 min.)

**2:45 PM – Leave Webinar for Day** - Local Site Activity #4: Speed Dating Interviews - **Site facilitators** (15 min)

**3:00 PM** – Local site: Next steps and evaluation. Site Facilitators (15 minutes)

Site facilitators have students fill out evaluations, reiterate homework, announcements.

UI Extension Educators can offer to review assignments and the final WFP for students.

**3:15 PM – Adjourn**