NEW & BEGINNING FARMERS TRAINING PROGRAM
Florida A&M University Cooperative Extension Programs
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INTRODUCTION
To provide educational opportunities and technical assistance that improves the likelihood of success for the next generation of small farmers.

GOAL: To use the basic business development model and apply it to agriculture operations; thus, tying business and marketing skills to agriculture, making it a seamless endeavor and increase the likelihood of economic profitability.

OBJECTIVE: To equip new and beginning farmers in Florida with relevant and measurable, knowledge, skills and tools to make informed decisions that lead to successful agricultural operations.

The project core focus areas are business and financial management, marketing and production technologies and practices.

ANTICIPATED LONG-TERM OUTCOMES:
- Sustainable educational networks
- Best practice strategies for farm entry
- Increased number of new and beginning farmers successful starting and managing agricultural enterprises.

PROGRAM ACTIVITIES
Beginning Farmer Demonstration/Training Site is used to demonstrate and evaluate various alternative enterprises, production management practices and market development models.

Agricultural Entrepreneurship Incubator is implemented in collaboration with the New North Florida Cooperative (NNFC), and operates as an intensive, hands-on vehicle working with a small groups of young and mature beginning farmers to establish core business plans and practices that will enable them to start successful agricultural business ventures.

On-station enterprise production and market demonstrations used to demonstrate the viability of alternative enterprises and market opportunities, including institutions, retail, and direct-to-consumer outlets, and complement the business management seminars and workshops.

Web-Based, Self-Directed Training and Assistance designed specifically for new and beginning farmers to help them access the resources they need based on their goals, skills and progress in beginning a farm operation.

Online training platform serves as a foundation to build upon with the "next level" of educational modules to continually engage new and beginning farmers as they become more experienced.

ACCOMPLISHMENTS
Youth and Adult Intensive Training Activities were promoted by word-of-mouth in the local community and through collaboration with local churches. Training activities were conducted with adult and youth beginning farmers in the areas of producer group development, goal setting, marketing strategies and alternative market development, crop production and management, value-added processing and packaging.

Youth & Adult Business Training (in collaboration with local churches)
- One-year course designed to introduce youth and adults to the basic skills required for business environments, and provide a basic overview of current business and information systems and trends.
- 24 sessions with youth; 15 sessions with adults

Face-to-Face
- Seventy-four (74) intensive, on-site training sessions
- Seventeen (17) on-site youth training sessions

After one year:
- 320 training contacts with adults and 150 contacts with youth

After two years:
- 630 training contacts with adults and 2,350 contacts with youth

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