

**GOALS QUESTIONNAIRE**

1. **Skills Development Planning (10 min per area)**

**PURPOSE:** Turn the priorities into actionable, SMART goals for the farming season.

**Activity:** For each priority area, establish a target of “what success looks like,” then discuss how to achieve this success this year. Use the guiding questions for the appropriate competency area, and transfer the goal and action items to the ***Farmer SMART Goals matrix***

1. Farm Infrastructure Management
2. Crop Production
3. Harvest, Post-harvest Handling and Food Safety
4. Marketing
5. Recordkeeping
6. Business Planning
7. Language andNumeracy
8. Personal Life Skills
9. **Farm Infrastructure Management**

**Gather information about the past year (you don’t have to ask all of these questions, but many of them should be helpful; the goal is to get the farmer to articulate their key challenges):**

* Have you been active on a garden or farm site this past year? (if not skip to next section)
* What kinds of farm infrastructure did you have to manage? (Irrigation, tools, machinery, fencing, etc.)
* What were you confident in doing?
* What worked well? What did not work well?
* What do you think were the causes of good and bad infrastructure management? **List three infrastructure challenges you have:**

1.

2.

3.

**Establish a goal or set of targets for this competency:**

What would success look like for your FARM INFRASTRUCTURE MANAGEMENT this year? Make the goal SMART: What will the farmer be able to do? How independently or with what aptitude? By when? (and is this appropriate to their experience or the farm/resource base?).

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**List key actions to achieve success:**

Refer to assets and liabilities listed earlier. What do you need to learn this year to achieve success? (sample ideas: lay irrigation, discharge or activate electric fencing, clean and store tools)

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4.

What is one new thing you would like to try this year?

What would support look like? What can IRC help you with? Where do we need to look beyond the IRC for support? What other skills or resources will be needed to provide adequate support?

**Transfer Goal, Key Actions and Support to the Matrix**

1. **Crop Production**

**Gather information about the past year (you don’t have to ask all of these questions, but many of them should be helpful; the goal is to get the farmer to articulate their key challenges):**

* Have you grown any food crops in this location recently? (if not skip to next section)
* What did you grow last year/season?
* What grew well? What did not grow well?
* What do you think were the causes of good and bad harvests? Timing of seed sowing/translplanting, water and soil maintenance, pest control, etc**. List three (3) production challenges you have:**

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2.

3.

**Establish a goal or set of targets for this competency:**

* What would success look like for your CROP PRODUCTION this year? Make the goal SMART: What will the farmer be able to make happen? How much or what value? By when? (and is this appropriate to land/resource base?). What do you want to be able to do by yourself?

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**Key actions to achieve success:**

* Refer to assets and liabilities listed earlier. What 3-4 things do you need to learn this year to achieve success? (sample ideas: ordering seeds, prepping beds, understanding fertility/compost needs, watering schedule, pest management)

3.

4.

* What is one new thing you would like to try this year?
* What would support look like? What can IRC help you with?
* Where do we need to look beyond the IRC for support? What other skills or resources will be needed to provide adequate support?

**Transfer Goal, Key Actions and Support to the Matrix**

1. **Harvest, Post Harvest and Food Safety:**

**Gather information about the past year (you don’t have to ask all of these questions, but many of them should be helpful; the goal is to get the farmer to articulate their key challenges):**

* Have you grown any food crops in this location recently? (if not skip to next section)
* What kinds of crops did you harvest? (What crops did you sell? Which will you sell this year?)
* Describe your washing or cooling procedures
* What do you think led to good or bad looking produce when it got to the kitchen or market?
* **What are the three biggest challenges you have** in harvesting food and keeping it fresh on its way home or to market?

**Establish a goal or set of targets for this competency:**

What would success look like for your HARVESTING, HANDLING AND FOOD SAFETY MANAGEMENT this year? Make the goal SMART: What will the farmer be able to do? How independently or with what aptitude? By when? (and is this appropriate to their experience or the farm/resource base?).

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**List key actions to achieve success:**

Refer to assets and liabilities listed earlier. What do you need to learn this year to achieve success? (sample ideas: water-cooling greens, hand washing and wash station cleanliness, improved cold storage)

* What is one new thing you would like to try this year?
* What would support look like? What can IRC help you with? Where do we need to look beyond the IRC for support? What other skills or resources will be needed to provide adequate support?

**Transfer Goal, Key Actions and Support to the Matrix**

1. **Marketing**

**Gather information about the past year (you don’t have to ask all of these questions, but many of them should be helpful; the goal is to get the farmer to articulate their key challenges):**

* In what market venues are you currently selling? (if not skip to next section)
* What kinds of produce are you selling?
* What were you confident in doing? What worked well?
* How did you quantify your produce? (weight, bunches)
* How did you know how much to harvest each week?
* How do you set a price for your produce?
* What is the difference between you and other farmers in the market? Or between your produce and other produce there?
* What do you think were the causes of good and bad marketing experiences?
* **What are your 3 biggest challenges in selling your products?** Or in selling at a specific market? *(For some farmers, you may want to ask if English-speaking ability is getting in their way)*

**Establish a goal or set of targets for this competency:**

Where do you plan to sell this coming year? What would success look like for your MARKETING this year? Make the goal SMART (What will the farmer sell? How much/what value? Independently or with what aptitude? By when? (and is this appropriate to their experience or the farm/resource base?)

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**List key actions to achieve success:**

Refer to assets and liabilities listed earlier. What do you need to learn this year to achieve success? (sample ideas: building business relationships, accounting or recordkeeping on market day, customer service, display)

* What is one new thing you would like to try this year?
* What would support look like? What can IRC help you with? Where do we need to look beyond the IRC for support? What other skills or resources will be needed to provide adequate support?

**Transfer Goal, Key Actions and Support to the Matrix**

1. **Record Keeping**

**Gather information about the past year (you don’t have to ask all of these questions, but many of them should be helpful; the goal is to get the farmer to articulate their key challenges):**

* Have you been tracking your costs and income from your production in recent years? (if not skip to next section)
* What kinds of costs and income did you track? (seeds, electric, water, travel, tools/supplies, etc.)
* How well do you think you have tracked your expenses and income? (How do you know if you are making or losing money? How do you know what you are currently earning? How do you know how much you are spending each month?)
* **List three recordkeeping challenges you have:**

1.

2.

3.

**Establish a goal or set of targets for this competency:**

What is one thing you would like to learn that would make it easier to monitor your business? What would success look like for your RECORDKEEPING this year? Make the goal SMART (What will the farmer track? How often? Independently or with what aptitude? By when? (and is this appropriate to their experience or the farm/resource base?)

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**List key actions to achieve success:**

Refer to assets and liabilities listed earlier. What do you need to learn this year to achieve success? Is there equipment or supplies you need that you do not have that will help you keep better records?

* What would support look like? What can IRC help you with? Where do we need to look beyond the IRC for support? What other skills or resources will be needed to provide adequate support?

**Transfer Goal, Key Actions and Support to the Matrix**

1. **Business Planning**

**Gather information about the past year (you don’t have to ask all of these questions, but many of them should be helpful; the goal is to get the farmer to articulate their key challenges):**

* Have you been tracking the growth of your farm business in recent years?
* How well did the realities of your income and expenses meet your expectations? Where were you surprised (either in a good or bad way)?
* When did you have extra money? When were you in debt?
* What ways have you been linking your planting and harvesting to marketing opportunities?
* What is your understanding of the legal requirements of doing business in the U.S.?
* **List three planning challenges you have:**

1.

2.

3.

**Establish a goal or set of targets for this competency:**

What would success look like for your BUSINESS PLANNING this year? Make the goal SMART (What will the farmer be able to plan for or estimate as far as costs, timing, income, or what will they have as far as a business license, etc.?) By when? Independently or with what aptitude? (and is this appropriate to their experience or the farm/resource base?)

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**List key actions to achieve success:**

Refer to assets and liabilities listed earlier. What do you have to help you plan more accurately? What help do you need in relating your market opportunities to your production needs? How much **sales** will you need to make in order to cover your expenses? What land does this require? Where or how will you get the **investment money** you need to grow your business? (Off farm job? Loan? Family?)

What would support look like? What can IRC help you with? Where do we need to look beyond the IRC for support? Who are the people that need to be involved in helping you achieve your goals?

**Transfer Goal, Key Actions and Support to the Matrix**

1. **Language and Numeracy**

**Gather information about the past year (you don’t have to ask all of these questions, but many of them should be helpful; the goal is to get the farmer to articulate their key challenges):**

* In what ways has your language abilities played a role in or affected your farming success?
* How has your ability to work with numbers affected your farming or business success?
* What has been easy? What has been difficult?
* What are some examples of times when you have you been frustrated or confused in communicating with someone or understanding a document?
* What are some examples of times when you have been confused numbers or time (ex: keeping track of your quantities of plants, counting your harvest, or a money transaction)?
* **In general, what are your top three challenges with language or number skills?**

1.

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3.

**Establish a goal or set of targets for this competency:**

What would success look like for your LANGUAGE AND NUMERACY this year? Make the goal SMART (What will the farmer be able to do? By when? Independently or with what aptitude? And is this appropriate to their experience or the farm/resource base?) There may be 2 goals that emerge; one for language and one for numeracy.

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**List key actions to achieve success:**

Refer to assets and liabilities listed earlier. What do you need to learn this year to achieve success? What steps will help you move towards your goal?

What would support look like? What can IRC help you with? Where do we need to look beyond the IRC for support?

**Transfer Goal, Key Actions and Support to the Matrix**

1. **Personal Life Skills**

**Gather information about the past year (you don’t have to ask all of these questions, but many of them should be helpful; the goal is to get the farmer to articulate their key challenges):**

* What has been easy about participating in farmer meetings? What has been difficult?
* What are some ways that your work habits have supported your farming or marketing success?
* When was a time when you felt like you had very different expectations from a co-worker or a business client?
* What do think leads to these conflicting expectations?
* Do you feel that you can ask questions when you are confused about something?
* **In general, what are three challenges with participating in a job or group setting?**

1.

2.

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**Establish a goal or set of targets for this competency:**

What would success look like for your PERSONAL AND LIFE SKILLS this year? Make the goal SMART (What will the farmer be able to do? By when? Independently or with what aptitude? And is this appropriate to their experience or the farm/resource base?):

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**List key actions to achieve success:**

Refer to assets and liabilities listed earlier. What do you need to learn this year to be successful in your goal success? What steps will help you move towards your goal?

What would support look like? What can IRC help you with? Where do we need to look beyond the IRC for support?

**Transfer Goal, Key Actions and Support to the Matrix**