



Introduction

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Statewide, technical assistance provider to >1,000 clients a year through 1-1 work and training

Background

- Ag Background
 - Cattle, Poultry, Hay
- Education
 - BA, MBA
- Business Experience
- Business Advisor & Program Director
 - Food system – 40%
 - Other sectors – 60%

Teaching Farmers Record Keeping

Our objective is to encourage and assist farmers to adopt appropriate best-practices in record keeping in order to help them strengthen their businesses and accomplish their personal and business goals.



Keys to Success

- Farmers become internally motivated to keep and use good records
- Farmers have access to training and support in order to...
 - develop and maintain the “right” system
 - use the information effectively



Pathways to Internal Motivation

- Connect record keeping directly to client's goals
- Help clients understand the benefits of good records and....
- Clearly understand the need for a system
- **Relieve a pain or gain a benefit**

Connect to Client's Goals

- Within three years, we want our farm to provide \$30,000 a year for family living.
- Which enterprises are most profitable for us?
- How do we compare with other farms?
- Where do we have an opportunity to improve?
- What should I stop doing or start doing?

Benefits of Good Records

- Tax compliance – avoid pain, seek gain
- Management information
 - Pricing, efficiency, investment, inventory, waste
- Ability to share organized information with:
 - Lenders
 - Partners
 - Spouse
 - Employees (in some cases)

The “Right” Record Keeping System

- Demonstrate how the flow of an efficient, effective record keeping system works.
- Ensure that record keeping is integrated into all aspects of the business operation
- The system must fit the farm and the people – it’s not one-size-fits-all

Group Learning Methods

- Adult learners
- Use a variety of learning methods
 - Reading, Lecture, Demonstration, Hands-on, Teaching others, etc.
- Move at the speed of the learner – no gaps
- Use peer groups
 - Study-group, buddy system for mutual support, etc.

Group Learning Methods

- Separate groups by...
 - Knowledge
 - Experience
 - Type of business or enterprise
 - Type of record keeping system
 - Learning style

Learning Methods

- Group Models
 - Group session/s then one-to-one follow-up
 - Periodic follow-up by webinar or phone conference with two-way dialog
 - Help-line to a support person – bookkeeper, instructor
- Individual
 - Use bookkeeper one-to-one to set up system, teach, and provide follow-up support.

Questions?

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Some Options

Dome style record keeping
Extension Farm Record Book
Spreadsheet
Quicken
QuickBooks
PCMars
CenterPoint
FarmLogic
AgSquared
Easy Farm