

**Farm Business Management
State Advisory Meeting
Holiday Inn, St. Cloud, Minnesota
April 12, 2018**

Introductions were done – 38 in attendance: 6 lenders; 6 students; 7 from supporting organizations – Land Stewardship, MDA, CFFM, FSA, MAELC and MDI; 16 FBM Instructors and Deans; Judy, Keith and Brad.

What have we done in response to last year's directives?

- Media Campaign (marketing) - Keith shared the FBM video

Discussion about Marketing pieces at individual colleges

Sessions with lenders, etc. providing the reports, individual

NCTC – Prairie Grains Conference co-sponsor and workshop

- Referrals through Beginning Farmer Tax Credit (marketing) Matt spoke about the marketing of this program and that part of the process the applicant must be involved in some type of training.

Minnesota West – did 6 sessions 60 minutes long across their service areas. Reached over 200 people plus and signed up 50 new farmers. Asset owners were encouraging new farmers to enroll in the program

- Minnesota West had farmer from OHIO that wanted to be part of the program and they took them on, through virtual or on-line instructing

- Curriculum – Brad spoke about the updating and approval process that the FBM Curriculum needed to go through for approval at the individual colleges.

- MAELC Grant for Farm Transition -

Jim Molenaar shared his experience with Farm transition.

23 Families were present at the two weekend workshop.

MAELC Blueprint

- FBM Goals and Strategies

Sarah Dornink, MAELC Executive Director shared the Blueprint and how it was developed and asked the group to rank the top two strategies for the goal area.

Sarah asked the group to prioritize the FBM strategies and will share those with the MAELC Board in June

Review of print materials/database

- Northern/Southern/Regional

- Special Sorts

- PPTS/Shows

Challenge Grant outcomes

Keith briefly explained the Challenge Grant and how the dollars are targeted.

Sarah explained how the grant works with the numbers

To some extent this has caused a wave of retirements of current instructors that were reluctant to leave because of lack of confidence that their positions would not be filled. The challenge grant helped colleges fill these positions.

Doris Mold did an intensive review of the Challenge Grant and Keith will provide copies for those requesting.

PEP – lead by Ron and Betsy, Keith did a review. Numbers participating, evaluation done by participant and our retention numbers because of this.

Is there a need for PEP 2.0 – year 1-2; year 3-5 may need to be separate. Good response from the instructors and Deans in the room

Benchmark Grant Survey

Keith shared results as prepared by Curtis Menken

Students reported between \$5,000 and \$25,000 worth of value or cost savings

Partner Projects

- DHIA/CFFM Dairy Project –

Pauline introduced the new Extension person Dr. Joleen Hadrich

The DHIA study will link their DHIA Records with FBM data.

Hoping to have 75 forms in by May 1st.

- Virtual FBM Grant – CFFM, FVC

Del Shared and update on this and what it includes

- Top Farmer Survey – U of M Extension

Pauline shared where this is at and they are pulling together key take-away

More will be shared at summer conference

- Lender Meetings (350+ in attendance)

- Risk Management Grant

Del gave an update on this.

- Organic Benchmarking grant

Grant has been applied for to support some additional organic farms being included in the MN benchmarking and to maintain the current number of organics. Scholarship will be available for new and existing students

- Rural Mental Health (450+ in attendance)

Down on the Farm Six days completed around the state

Legislative Initiatives – support for expansion of Rural Mental Health positions appears to be moving ahead well.

Student well-being survey – Will be conducted, led by Megan Roberts

- Beginning Farmer Scholarships

- **MN Dairy Initiative** – Alison Benson, Director

Shared and overview of the program, funding and how it operates.

Alison was hired as the first State Director. The initiative is a 501 c 3 organization.

Phase 1 – Hiring director – creating policies, adopting bylaws and constitution

Phase 2 – collecting benchmark information from each region

Discussion was held on their new scholarship policy going into effect July 1.

Directives for 2018: (Small group discussion)

- What needs to go?
- What needs to be added?
- Where are the problems?
- What are the highlights?

Drops – What needs to go?

- FINAN use dairy production based CWT need to change to protein, - components
- More activities that take away from students
- Eliminate the frustration with student experience – reduce paperwork with registers, look at best practices across colleges

Additional from small groups

- Personal, unique, efficient – traditional structure
 - Office time during busy seasons – Homes are non-professional and distracted
 - People on time Utilize time better

ADD – What needs to be added?

- Not getting distracted by things that take away from the core value of FBM – working with students
- Utilizing the MDI model for an estate planning within the FBM
- Improve ranked training for instructor files
- Move to two day transition with follow-up include a second phase
- Develop a list of Specialist within FBM as a resources for instructors
- Getting more into Marketing – adding a person, transition person,
- Increase communication with lender.
- Having an office during the busy season to improve efficiency
- More support staff to help with paperwork – stuff that could be done by someone else.

Additional from small groups

Split PEP program PEP1 and PEP2

Have bank supply the office/supplies

Bring the meeting in house

Perception of being a “banker”

Advocate pool – build a base in lenders pool to advocate for the program

Standardize moving files - security

Transition – Follow-up needs to be more than one day

Budget vs actual

Written Business plans

More marketing of the FBM program to the public

Additional trainers for farm transition

Rural mental health

Stepped up tuition – tuition assistance

Separate estate/transition from instructor responsibility = Estate planning team like MDI

Continue Ed – Retool PEP

Where are the problems?

- Having a backup plan to support if the instructor is sick, has extended leave
- Some instructors are overload leading to inaccuracy, projections can be over optimistic
- Technology needs and training for instructors and students – on-going training
- Timeliness of instructors with size of operations – can we work out tuition based on size of farm rather than strictly tuition
- Continuity of data between instructors – not all are alike some conservative or more??
- If an instructor leaves and takes students
- Knowing the program is an option – relatively small percentage of farms within the state using the program – need to increase capacity

Additional from small groups

- Students have higher expectations from lenders – reporting requirements, etc.
- Pockets of unserved
- Instructors leave and take students
- Some colleges should promote more
- Time usage – essential/nonessential – non teaching working with students
- Mentorship/transition plan to replace instructors
- Credit loss/workload
- Struggling with farmers/new farmers

What are the highlights?

- Trust level and communication level between
- Responsiveness of this meeting being acted
- Quality and Value of FINBIN data
- Many student success stories
- Quick turnaround time
- PEP
- # of analysis that were completed.
- Enterprising that gets done
- We are a bargain
- Culture of the program connecting a diverse set of people – peer interaction
- The economic benefit of a farmer in an area –

Additional from small groups

- Beginning Farmer scholarship
- FINBIN data available

What threats to us are there?

If we don't change

Urban partners –

Smaller acreage

Demand exceeding instructor capabilities

Credentialing

Training for instructor on how to teach farmers how to plan for 20 years or more down the road.

Stronger more dedicated leadership to the FBM program – on an administrative side

Local deans are doing FBM but are always being asked to do more and more.

Kensington bank Ag Lender – “*At our bank if they are not in the FBM program, we look at whether they should be a customer of ours*”

Kristina Keller Notes:

- Re-evaluate location of new instructors – based on workload, service location, utilize existing capacity in “new” ways (Ex – succession planning, traditional & nontraditional FBM)
- Should FBM in MSCF contract be reevaluated to better reflect current and future delivery needs, increase in traditional “credit based” etc.?
- Continue to “think Big” – organize strategic new programs/curriculum development base on student/industry needs vs. Instructor/individual colleges desires – this is huge to balance but very important.
- Expand PEP – all faculty approach. Assess needs and develop T & D to meet current and future needs.
- Hotline – great idea but review feedback on initial use/results – continue improvement.
- Rural Mental Health – succession plan for Ted and expansion
- Farm Transition – workshops, follow-ups, resources and expansion
- Degree Completions plans and online delivery – (need more information on this)
 - Certificate + Certificate+ Certificate = diploma + General eds = AAS
 - AgTransfer pathway? From? to?
 - Entry production, financial, management, marketing + 30 Credits = A.S.
- MAELC partnership – Align colleges with MAELC sectors and integrate the goals in the plan in to college plans (academic master, enrollment master, divisional, etc.)
- Concurrent enrollment CPL,CBL,etc
- Integrated into college/academic culture, create data dashboards (tie to college & state), develop talking points, utilize college leadership, market/work with college measures like retention, completion, etc.