

# Successful Farming Strategies in Maryland

Beginning Farmer Education Program  
June 2014, Gambrills MD  
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# + Outline

- ❑ Define Terminology
- ❑ 7 Step General Strategic Plan
- ❑ Example in Maryland: Daily Crisis Farm





**Successful**



How do you define success?

**Farming**



What are you “farming”?

**Strategies**



How are you going to achieve success with your farm?



# Define: Successful

## ■ Monetary Terms

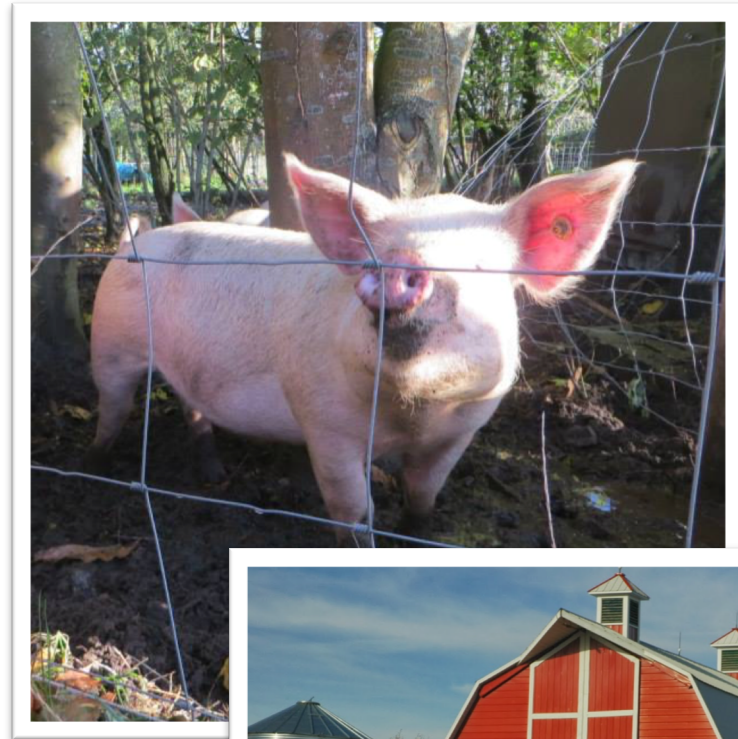
- For Profit
- Breakeven
- Alternate Income Source

## ■ Production

- Subsistence
- Co-operative
- Top Production Status

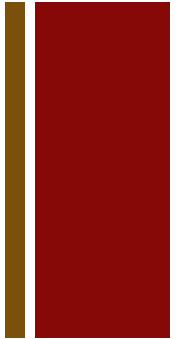
## ■ Enjoyment

- Tradition
- “Red Barn” syndrome





# Define: Farming



- Scale (Hobby vs Commercial)
- Diversification (Mono-cropping vs Mixture)
- Level of Involvement (Live vs Work)
- Intensity (Maximum Production vs Sustainable Balance)





# Successful Farming

- ✓ Defined successful
- ✓ Defined what it is “To Farm”
- ❑ 7 Step Plan to achieving a Successful Farm in Maryland





# Step 1: Self Assessment

*Why/What do you want to farm?*

## **WHY?**

- Are you young and wanting to get started in farming
- Primary source of income or supplemental
- Career change
- Retirement Dream
- Taking over from Parents

## **WHAT?**

- Personal Preference
- Interests
- What can I handle?



## Step 2: Identify Resources

*What do you have available?*

- Time (Labor, Family)
- Land (Own, Buy, Lease, Rent)
- Soil Quality
- Facilities (Build, Re-hab)
- Machinery (Age, Condition, New or Used)
- Capital (every pocket has a bottom)
- Skills Current Knowledge





# Step 3: Information Mining

## *Where can you find answers?*

- Already in the right place
- Extension Agent
  - Publications
  - Websites
  - In-person
- Other Farmers
- Agriculture Blogs
- Google

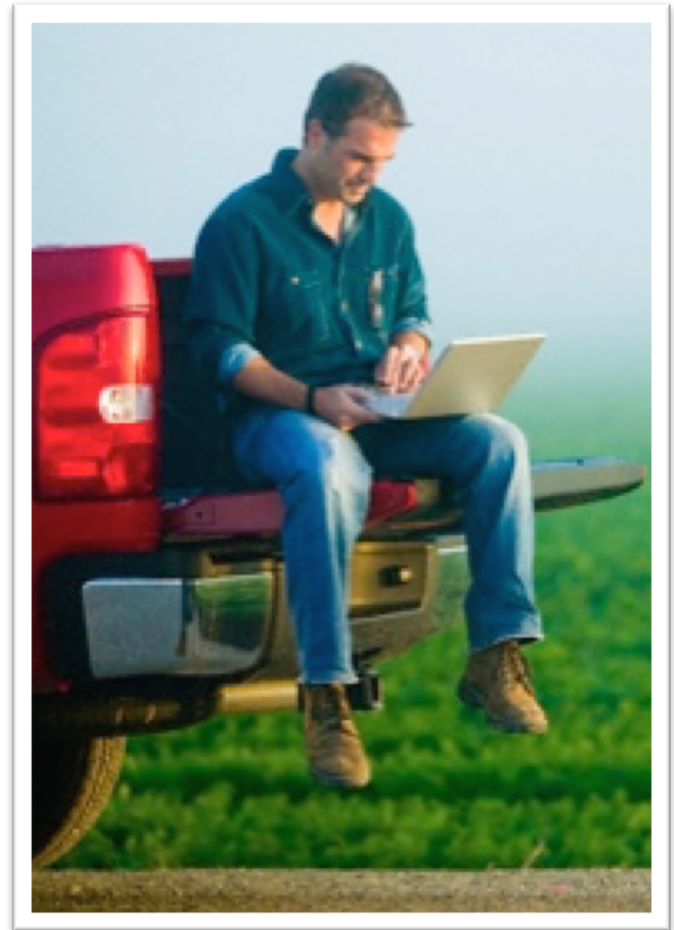




# Step 4: Create Business Plan

*How are you going to do this?*

- Set goals (Short Term and Long Term)
- Mission Statement (What is your purpose?)
- Financial Statements (IMPORTANT)
  - Cash Flow
  - Income
  - Balance Sheet
- Marketing Plan (Who is your market?)
- Production Records



# + Step 5: Implement Plan *Take Action*





# Step 6: Self Reflection & Adjustment

*How well did we do?*

- Did you meet your goals?
- Did you make a profit?
- Was it what you expected?
- Did you enjoy it?
- Can you make it better?
- What can you change to improve your experience?



+ Step 7: Try again  
*I can do better.*



# + Constantly Ask Questions & Seek Answers

- Don't wait
- Don't be embarrassed
- Question the answers



# + Example: Daily Crisis Farm

## White Hall, Maryland

- Farm Mission Statement
- Goals with a timeline
- Slowly expanding



*"We certainly live up to our name" – Mrs. Vaughn*

