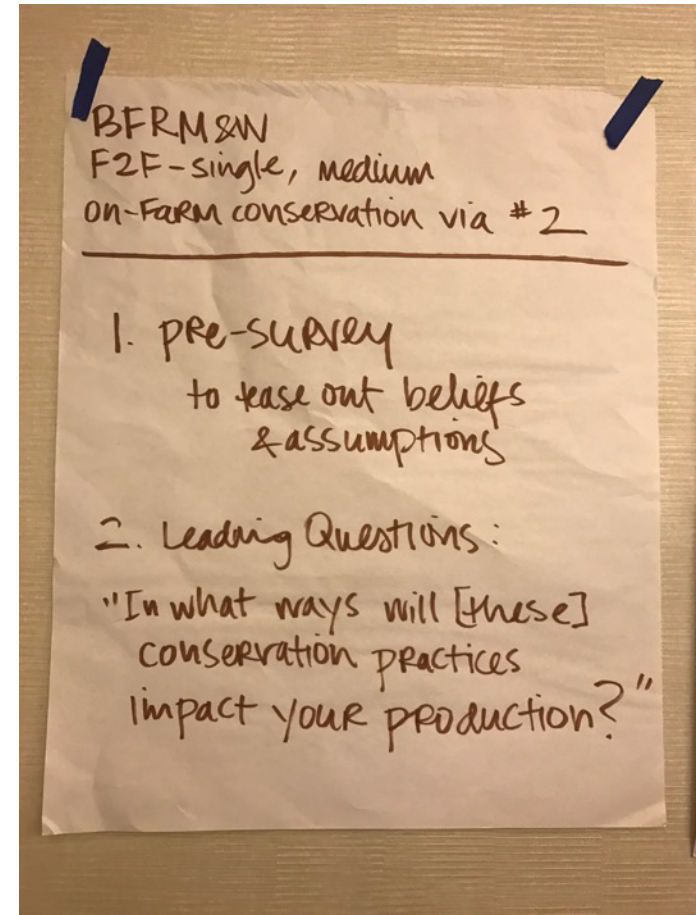
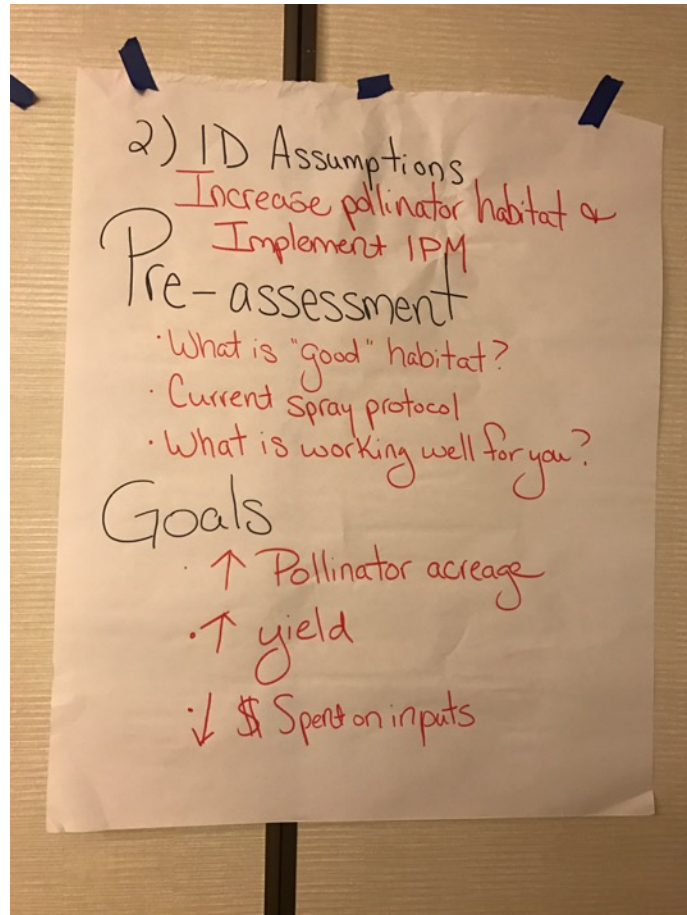


Applications to Delivery



MARKETING BASICS

1. Use Sample Products to generate discussion of assumptions, (values, popularity, price, product placement, etc)
2. Use discussion to create marketing plan.

- Mixed experience, mixed gender group
 - 1-time in-person meeting; small group
- Topic: Understanding new wholesale market opportunities

Best Practice #2

- Talk out pros + cons of farmers' existing markets; then pros + cons of new ~~or~~ [target] markets
- Peer-to-peer learning. Hear from farmers + buyers participating in these markets (the good + the bad)

#2 Identify learners' assumptions
and beliefs about the topic
(labor management)

Ideas:

- Ask farmers
- ① What are the current challenges to hiring labor - group brainstorm
 - ② Invite guest speakers to talk about their experiences + how their assumptions changed

Annie's Project

Let learners work with genuine problems ...

- 1) Hands on learning activity where they identify parts of an income statement and balance sheet.
- 2) Calculate farm financial ratios and explore peer-to-peer benchmarks as it relates to their operation.

Online course #3: Let learners work together to apply topics to genuine problems.

1. Enable annotation in webinar chat panel. Students can draw on worksheets or type in.
2. Create small groups within the larger course to work together on a case study.

'Reading Financial Statements' - class

#1: ICE BREAKER Questions

- Identify goals of attending workshop
- Why would reading a financial statement help you?

#2: APPLY THE LEARNING

- In class exercise
- Identify who to work with (extension specialist)

tractor fix

bring engines & deconstruct
them

stories - what worked / did not

mixed experience
women only

face to face
multiple

med
size

3

To Teach Holistic Financial
Planning:

Face to face, small group

Step 1: Introduce accounting terminology

Step 2: Ask women about family budgets

Step 3: Extend application to farm balance sheet

End Goal: Women will be empowered to make
more informed farm financial decisions

2) ID Assumptions

Increase pollinator habitat &
Implement IPM

Pre-assessment

- What is "good" habitat?
- Current spray protocol
- What is working well for you?

Goals

- ↑ Pollinator acreage
- ↑ yield
- ↓ \$ Spent on inputs