



# Farm Business Education Program

A Project of Athens Land Trust

PROGRAM GOALS	<p>The GA FarmLink Farm Business Education Program aims to enable Georgia farmers to strengthen the foundations of their farm businesses and increase their receipt of federal funding in order to ensure long-term resilience and sustainable profits.</p> <p>Beginning in February of 2024, over the course of four years 30 Georgia farmers (six per 10-month session) will be guided by a team of professional consultants through a farm business curriculum that focuses on topics such as basic accounting, systems for data tracking, business &amp; financial analysis, credit readiness, accessing federal programs and planning for growth. The program will also provide farmers opportunities to develop social capital and build a network through peer-to-peer mentoring and yearly on-farm educational events.</p>
TARGET AUDIENCE	<p>In order to be eligible for the program, we ask that you be a Georgia resident who has owned and operated a farm or ranch business for at least three years, or that you have been an operator in your family's farm or ranch business for at least three years; and that you own or lease the land where you operate your farm or ranch. The program also requires that eligible producers meet the USDA's definition of a "<u>Socially Disadvantaged Farmer</u>". The program is designed for producers of row crops, nursery products, value-added products, and poultry or livestock. We are unable to accept agricultural businesses that are primarily vineyards, orchards, or equine operations.</p>
PROGRAM PARTNERS	<div></div> <div></div> <div></div> <div></div>
PROGRAM IMELINE	<ul style="list-style-type: none"><li>• <del>Session 1: February 2024 - November 2024</del></li><li>• Session 2: November 2024 - August 2025</li><li>• Session 3: August 2025 - May 2026</li><li>• Session 4: May 2026 - February 2027</li><li>• Session 5: February 2027 - November 2027</li></ul>

# Overview of the Program

## ~~SESSION 1~~

~~FEB. 2024 - NOV. 2024~~



**\$6000 Stipend  
plus Travel Expenses**



**\$3,200 of Professional  
Business Coaching**



**10 2-Hour Group  
Classroom Sessions**



**2 Hours/Month of  
1-on-1 Consulting**



**1 Check-In/Month  
with Mentor**



**3 On-Farm  
Field Days**



**1 USDA  
Listening Session**

## SESSION 2

NOV. 2024 - AUG. 2025



**\$6000 Stipend  
plus Travel Expenses**



**\$1,000 of Professional  
Business Coaching**



**2 2-Hour Group  
Classroom Sessions**



**1 Hours/Month of  
1-on-1 Consulting**



**2 Check-Ins/Month  
with Mentor/Mentee**



**2 On-Farm  
Field Days**



**1 USDA  
Listening Session**

## SESSIONS 3-5

AUG. 2025 - NOV. 2027



**\$600/Month Stipend  
plus Travel Expenses**



**2 2-Hour Zoom  
Sessions per Year**



**2 Check-Ins/Month  
with Mentor/Mentee**



**2 On-Farm Field Days  
Each Year**



**1 USDA Listening  
Session Each Session**

# Project Components



## FARM BUSINESS DEVELOPMENT COURSE

### Goal: Strengthening Business Foundations

10 2-Hour Zoom sessions focused on essential business management techniques

Led by *Kitchen Table Consultants* with support from *Plant to Profit*

Held once each month over a 10-month period

6 producers participate in each 10-month session



## 1-ON-1 PROFESSIONAL BUSINESS COACHING

### Goal: Offering Targeted Business Support

1-on-1 with both *Kitchen Table Consultants (KTC)* and *Plant to Profit (PTP)*

In Session 1, farmers will have 15 total hours with *KTC* and 15 total hours with *PTP*

In Session 2, farmers will have 6 total hours with *KTC* and 6 total hours with *PTP*



## PEER MENTORING

### Goal: Connecting with Fellow Participants

In Session 1, there will be 1 Check-In each month with a Peer Mentor

In Prior Sessions, each month there will be 1 Check-In with a Peer Mentor and 1 Check-In with a Peer Mentee

Check-Ins can be completed via phone, computer or in-person



## ON-FARM FIELD DAYS

### Goal: Networking with Fellow GA Farmers

On-Farm Educational Events will be hosted by Partner Organizations and focus on Farm Business

5 Field Days each year held across geographical areas of focus: Northeast Georgia, Metro Atlanta, and Coastal Georgia

Travel will be provided for Cohort Participants



## USDA-FARMER LISTENING SESSIONS

### Goal: Connecting with USDA Representatives

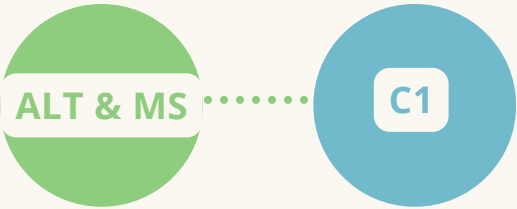
These in-person events will provide producers with an opportunity to connect with service providers from their areas

Multiple Listening Sessions each year held across Northeast Georgia, Metro Atlanta, and Coastal Georgia

Travel will be provided for Cohort Participants

# Mentoring Schedule

**SESSION 1**  
FEB. '24 - NOV. '24



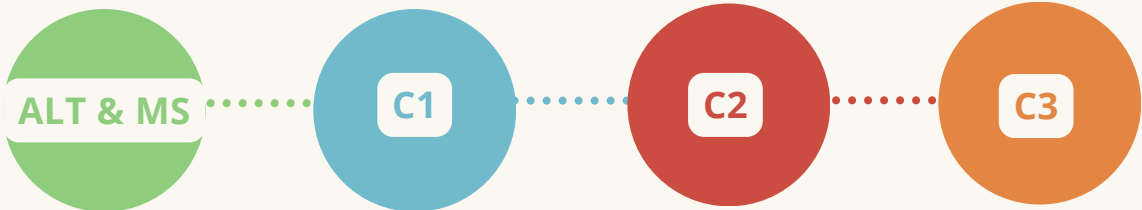
During Session 1, staff from Athens Land Trust (ALT) and McIntosh S.E.E.D. (MS) served as mentors to the 6 members of Cohort 1. In Session 2, ALT and MS staff will continue to mentor Cohort 1, and Cohort 1 will serve as mentors to the 6 members of Cohort 2.

**SESSION 2**  
NOV. '24 - AUG. '25



In Session 3, while ALT and MS continue to mentor Cohort 1, and Cohort 1 continues to mentor Cohort 2, Cohort 2 will serve as mentors to Cohort 3.

**SESSION 3**  
AUG. '25 - MAY '26

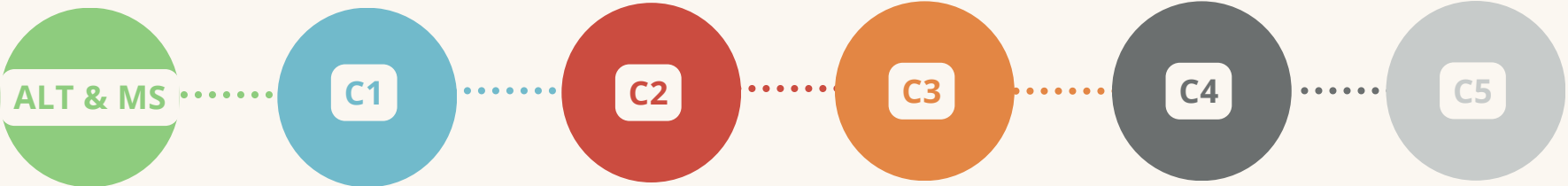


And so on throughout the 5 cohorts.

**SESSION 4**  
MAY '26 - FEB. '27



**SESSION 5**  
FEB. '27 - NOV. '27



# Fill out the Interest Form

Scan the QR code or **[click here](#)** to fill out the digital interest form for the GA FarmLink Farm Business Education Program.

