

- MARCH 6, 2019 -

Setting the Course

Making a Living Doing What You Love



- PRESENTED BY -
Annie Warmke
Blue Rock Station

- HOSTED BY -



Food Animal Concerns Trust

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.



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Humane Farming Program Director

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FACT's services for livestock and poultry farmers include:

- **Fund-a-Farmer Grants**
- **Conference scholarships**
- **Free webinars**
- **Humane Farming Mentorship Program**

Our Presenter



Annie Warmke

Setting the Course

with Annie Warmke

Setting the Course...

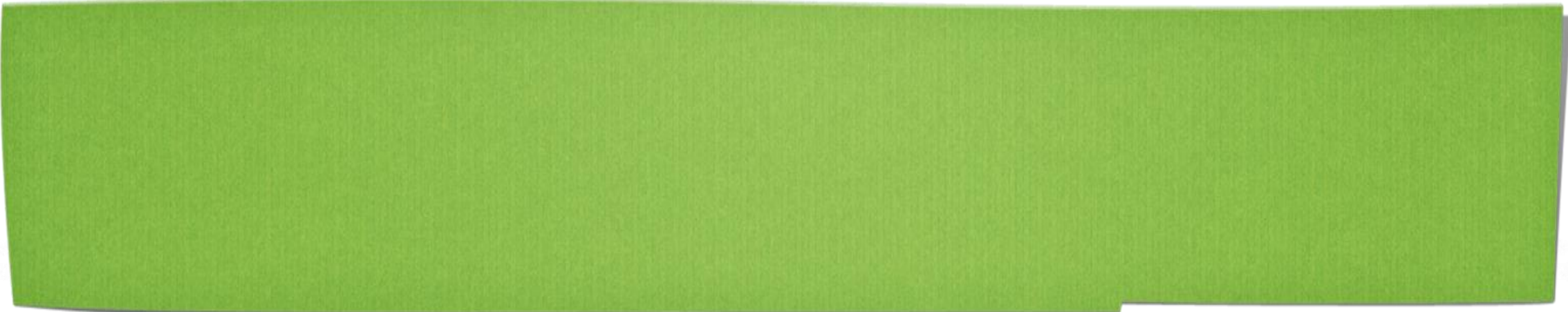
“I am not going to be like Christopher Columbus ...He didn't know where he was going, he didn't know where he was when he got there, and he didn't know where he had been when he returned home. And along the way he did a lot of damage.”

What will I need to sacrifice?



Watering livestock by hand - hauling buckets from a rain barrel...transitioning to buried tank & frost-free hydrants





What excuses have I used for not setting or completing my goals in the past?

What 5 people can I call on
for help and support?

Make a list and keep them
on speed dial

What special skills do I possess?



Good at learning (books, videos, mentors)

Good at making observations and putting them into practice

Good at a creative social media marketing and brand promotion

Green Thumb

People person

Livestock management

Cooking

Knowledge about history of the area ...etc.

What activities that appeal to the public?

Remember, what seems routine to you is likely unusual and interesting to the non-farm public.

Calving or lambing

Trail rides

Roadside produce stand

Machinery operations
(harvesting, planting, cultivating)

On-site food processing



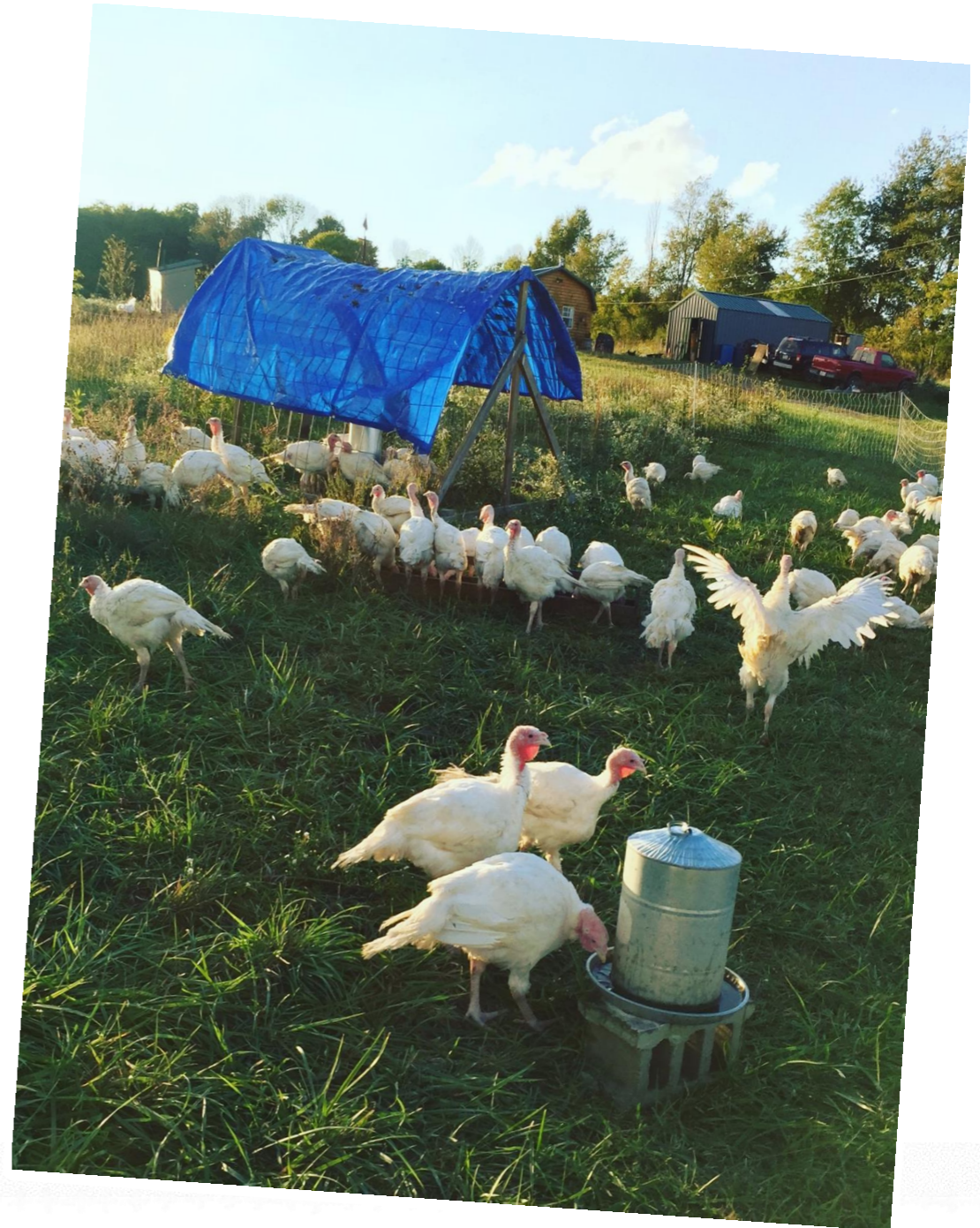
The skills I will need to develop ?



- ▶ Carpentry
- ▶ Project Management
- ▶ Welding
- ▶ Animal Husbandry
- ▶ Cheese Making

What criticism will I face?

Unconventional
practices in a
“conventional”
neighborhood
or community



What motivates me?



- ▶ \$\$ if there isn't enough
- ▶ Anger
- ▶ Organizing people and working together
- ▶ When people tell me "You can't"



What will be the rewards if I work towards this goal?

▶ I'm rich! Everyday is a gift!

Who will my goals benefit?

Me? In what way?



My health and my legacy

Boosted self confidence and gave me a tool for having a conversation (I'm shy)

My Family? In what way?

- Healthy lifestyle that my work can support
- Healthy food to eat

My work? In what way?



Sense of
purpose

Sense of
accomplish-
ment



My Future? In what way?

- ▶ An income to sustain me
- ▶ A career for life

My community? In what way?

- ▶ **Mentoring opportunities**
- ▶ **Sharing resources**

Who would be excited about what I accomplish?



- Like minded people
- People just starting out on their quest
- People who want to buy my product



Who would be frightened by what I want to accomplish?

- ▶ Traditional farming folks
- ▶ People threatened by women leading

Evaluate the following:



Rate family members or people you may work with best: (1 -5 with one worst and 5 the best) Are they friendly, confident, tolerant of strangers/guests?

How would you rate individuals you know? Think of 5 and rate them...

Paid Assistants: Are they committed to creating a successful venture?

Accountant

Attorney

Lender/Financier

Consultant

Are they familiar with the type of business you want to build?

- Neighbors: Will they be supportive?
- Sheriff and deputies: Are they supportive of proposals or suspicious of outsiders?
- Game Warden?
- Government officials and regulators (local, state, federal): Do they understand and support your effort?
- Economic Development Staff (local, county, regional, state): Do they understand and support your effort?

What can you do to improve the rating for those who may be a limiting factor in your business proposal?



What are my
greatest fears
around this
project?

What are the risks
involved?

What are the obstacles?



Physical Resources: Land Resources



Deeded or leased private property

State & federal allotments

Woodland

Hay meadows

Cropland

Riparian/wetlands

Acreage

Elevations - topography

Climate

Consider how weather patterns, temperature, etc. will affect what types of activities you might provide:

- Temperature 9 monthly variations

- Length of growing season

- Precipitation (monthly distribution)

- Snow (ground cover & accumulation depth)

Developments and Improvements



- ▶ Buildings

- ▶ Fences

- ▶ Corrals and working facilities

- ▶ Equipment (tractor, tiller, woodworking)

- ▶ Roads and trails...etc.

Other Attractions

List those things that might enhance your operation to a visitor...

- Wildlife
- Streams, ponds, fishing
- Livestock
- Proximity to natural or man-made points of interest
- Are there other attractions in your area that your visitors can visit?

Potential Hazards

- ▶ Farm equipment
- ▶ Storage
- ▶ Areas that are off-limits to visitors





Amounts of money and sources

How long will it take to make a living from this business?

5 year plan



Year #1- You bleed

Year #2- You bleed

Year #3-You break even

Year #4- You make a little

Year #5-You make a profit that equals the amount of work you have put in!!!

Budgeting

How long can I sustain myself until I can make a living with this business?

What else can I do to make money?



Construction and Repair

Part time to full time

Asphalt paving; concrete work; excavating/bulldozing; interior painting; well drilling and repair; fence installation and repair; irrigation system installation, service and repair; masonry; sawmill work; electrician; auto mechanic; farm equipment mechanic; power line work; machinist; plumbing; welding.

Seasonal

Exterior painting; road grading/snow plowing; roofing.

Agriculture and Livestock

Part time to full time

Hoof trimming; auction service; artificial insemination of livestock; veterinary technician service.

Seasonal

Planting and harvesting crops; logging; nursery and greenhouse labor; sale of farm products.

Closing Thoughts

Who are my allies?

Who are my adversaries?

How persistent will I need to be to reach my goal (write three sentences describing the degree)



Women



Grow Ohio



www.womengrowohio.com

Questions & Answers

Please type your Q's into the chat bar



The G Farm

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Upcoming webinars

- **March 13:** Pulled Pork: Mobile Housing for Pigs
- **March 19:** Managing Face Flies on Pastured Cattle
- **April 9:** Grazing Cover Crops
- **May:** Intern Programs, Certification, Solar Grazing + more!

Grants, Scholarships, Mentorship & More!

- **Scholarships accepted on an on-going basis**

Sign up for emails @ foodanimalconcernstrust.org/farmer/

Join us on social media

