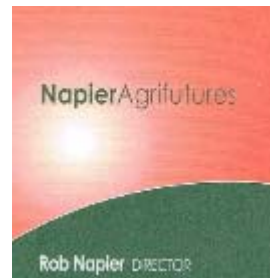


# The Learning Farm Family

Ploughing the Field Between the Ears

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# Introduction

- **Global changes are challenging the future of family farming**
- **Complexity is increasing – new skills are required**
- **Learning builds confidence & helps people to be better quicker**
- **Generic business skills – those needed to run any business**
  - **Business management, planning, marketing, people management, information management, critical thinking, etc.**
- **Specific production skills – needed for your particular enterprises**

# Introduction

- **Unused talent in farming communities**
- **All family members need to participate**
- **A variety of formal & informal learning activities is required**
- **Many new skills are not easily acquired on-farm**

# Learning Needs

- **Information management & the digital revolution**
- **Understanding research**
- **Creative business structures – leveraging capital**
- **Planning**
- **Business performance**
- **People management**
- **Marketing**
- **Understanding supply chains ‘from farm to fork’**

# Learning Opportunities

- **Wide range - formal & informal**
  - Classroom
  - Workshops
  - Webinars
  - Conferences
  - Programs (ex. CTEAM, Executive Development)
  - International exchange programs
  - Learning from experience, other farmers, internet
- **Delegate learning – allocate time & funds**
- **Be prepared to undertake a learning ‘stretch’**
- **Learn from other industries**

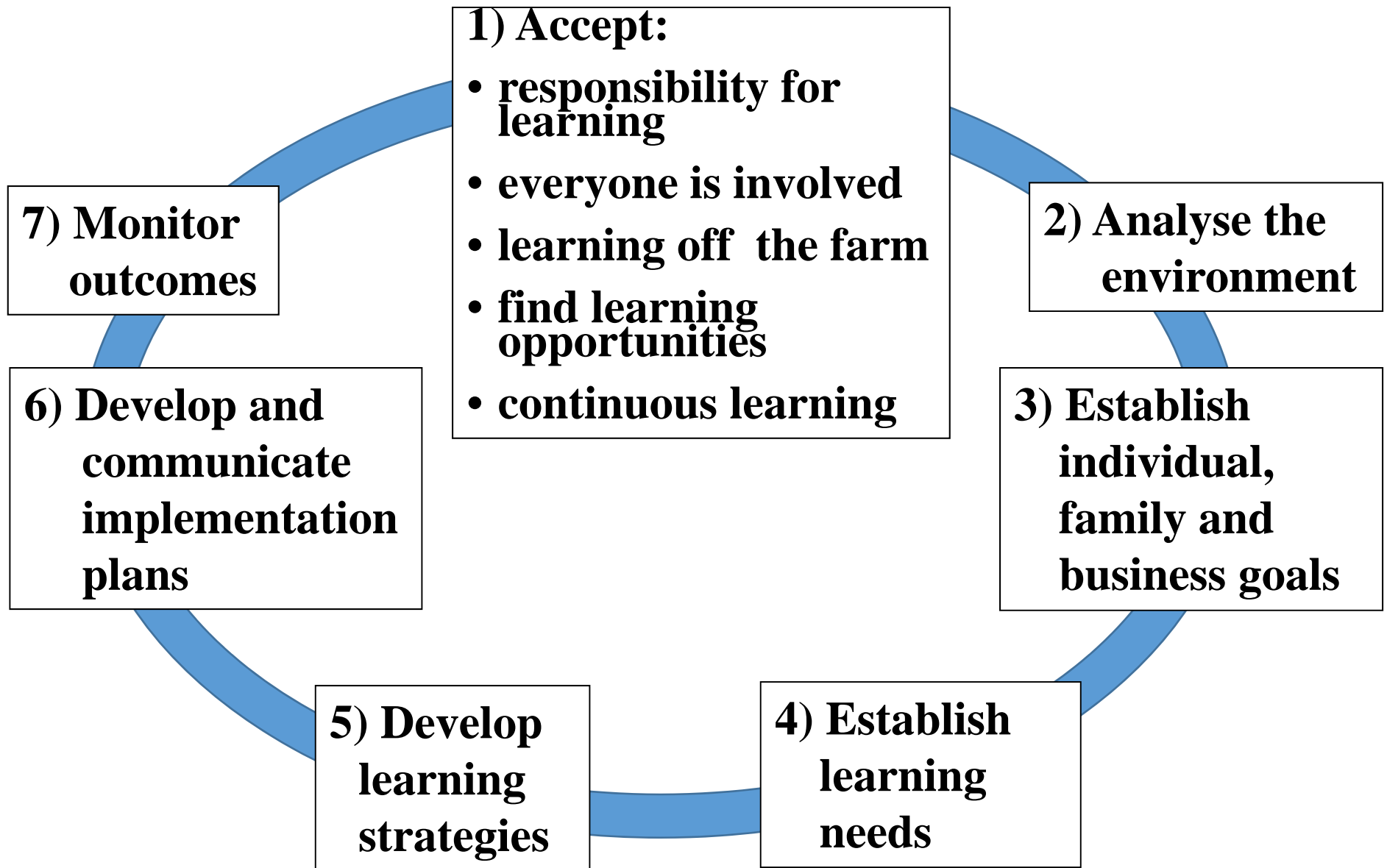
# Five Learning Guidelines

- **Responsibility for own learning**
- **Full participation**
  - **delegation of learning needs across all family members**
- **Off-farm learning**
- **Learning at all levels**
- **Ongoing learning**

# Learning Action Plan

- 1. Accept guidelines**
- 2. Analyze the political, economic, environmental, social & technological situation**
- 3. Establish individual, family & business goals**
- 4. Establish learning needs**
- 5. Develop learning strategies**
- 6. Develop & communicate implementation plans**
- 7. Monitor outcomes**

# Developing the Capabilities of Farm Families





***‘We grow as our people grow’***

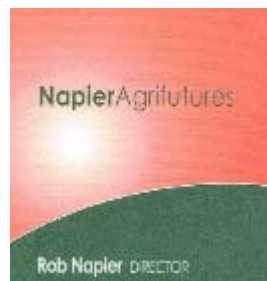
**Comment by a successful farming entrepreneur**

NapierAgrifutures

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# *Thank You!*

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