

Excellence in Farm and Ranch Business Management

Fridays on the Farm Goal Setting Series

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Educational Objectives

The key objective of the Fridays on the Farm Goal Planning series was to help producers slow down and consider how to plan and prepare for the upcoming year. In many operations, producers are so busy fighting fires and dealing with what pops up, they don't take time to look a full season ahead, let alone a year ahead. By taking time to plan, it will help producers have a better chance of reaching goals that are unattainable by just fighting fires.

Program Activities and Teaching Methods

This series consisted of four YouTube videos (Accomplish Your Goals, Financial Goals, Herd Production Goals, and Forage Goals) which combined PowerPoint presentations with filmed field examples incorporated within the presentations. Working under COVID-19 precautions, in person events were not able to be conducted, so partnering with the Hot Spring County Extension Council Agriculture Subcommittee, Fridays on the Farm was developed. Fridays on the Farm is a weekly video series that provides a virtual field and education program covering a variety of topics for livestock producers. Goal setting was a concept that was identified through evaluations of our first series of videos. The weekly videos are distributed through a weekly virtual newsletter and social media.

Results and Impact Statements

The video series has had over 35 views. One producer who took the time the week between Christmas and New Year's to plan called after I returned to the office in January, because she wanted to bring me her calendar. She had a budget, marked in her calendar when she needed to plan on vaccinating, pulling bulls, fertilizing, and much more. She was very excited to "actually follow through with all those things [she] has always been too late to do." 100% of those who completed the evaluation survey reported the series was a valuable learning experience and plan on implementing strategies which were discussed.

Evaluation Method

Along with each video, a link is shared with producers to complete a short digital evaluation survey. This survey covers the topic at hand, producer's implementation plans, suggestions for future topics, and the option to be added to the office mailing lists. Several producers have also responded with personal testimonials regarding the video series. I have worked with these producers on record keeping, so at the end of the next season, we will evaluate the impact of the implementation of these strategies. Since the survey also asks for recommendations for future topics, it allowed me a chance to see what our county producers wanted for future weekly videos.