Farm Pulse - Adapting Farm Financial Management Curriculum for Online Learners

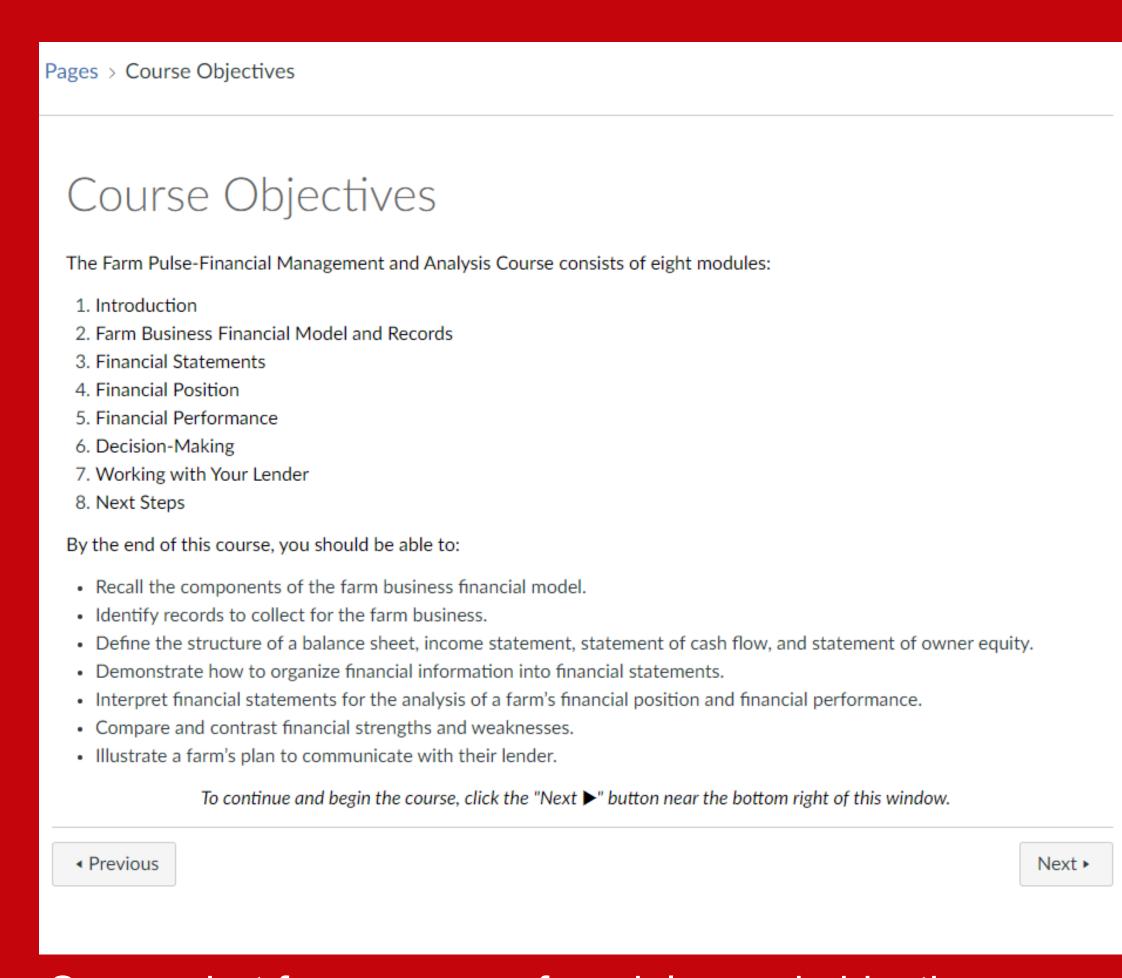


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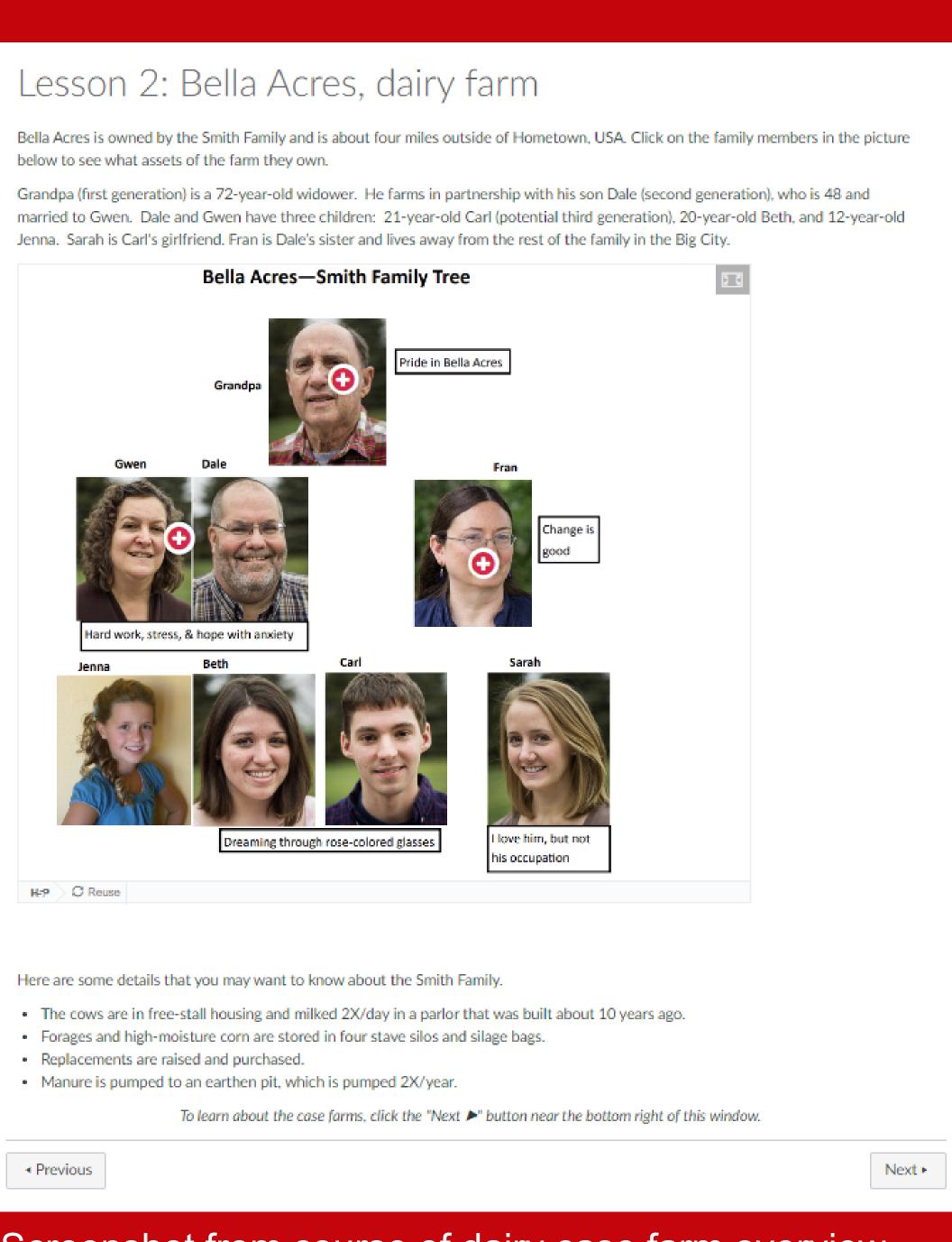
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Introduction

- Prolonged period of significant financial stress for WI farmers.
- Assist farmers in evaluating their finances, taking the pulse of their farm business, and setting goals for the future of their enterprise.
- Farm Pulse: Financial
 Management and Analysis
 adapted and updated materials
 into more relevant format.



Screenshot from course of modules and objectives.



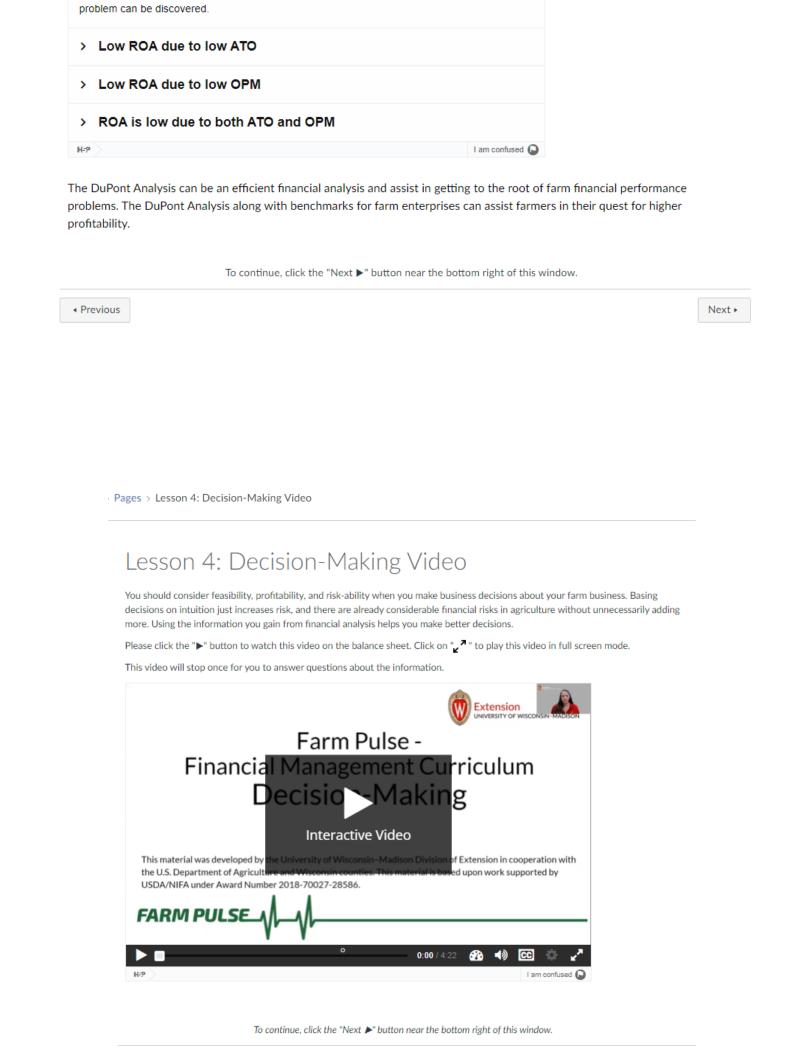
Screenshot from course of dairy case farm overview.



Educational Methods

Self-paced online course in Canvas (UW's learning management software)

Short readings



Once a farmer or adviser has calculated ATO and OPM ratios, they will be able to complete a DuPont Analysis and determine

Lesson 1: DuPont Analysis Steps

which area of the farm business needs improvement. Let's review the steps in DuPont Analysi:

total assets (low ATO). Expenses may not be managed well, and not enough net revenues are left out of gross revenues (low OPM), or both. If the culprit can be identified as either ATO or

Engaging knowledge checks

Interactive videos

Short quizzes

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Summary

- Curriculum developed to assist farmers in identifying strengths and weaknesses of their farm business and assist in making decisions that will improve their farm profitability.
- Course takes approximately 6 hours to complete.
- Piloting 7 participants during January – May 2023.
- Full release June 2023, anticipated cost \$299.

Initial Program Results

"The course materials are very easy to navigate! I appreciate being able to revisit any module or page any time I want to review the material again." – Pilot participant

"The materials were great for assisting learning - enough repetition to make things stick but still covered enough ground. The quiz was good for measuring knowledge of the material. The applications of the module will definitely help in structuring the farm's financial model - this section gave clear explanations of the basic structure of everything." - Pilot participant

The Farm Pulse: Financial Management and Analysis work is supported by USDA/NIFA grant under Award Number 2018-70027-28586.

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