



About AgBiz Masters

Learning sound business concepts has never been more important, especially for today's young and beginning farmers. Started in February 2010, AgBiz Masters is an interactive learning series designed specifically for young and beginning farmers interested in honing their business and financial management skills.

AgBiz Masters takes a blended learning approach where participants complete five eLearning modules to prepare for two face-to-face workshops during each year of the two-year series. Workshops are held in up to 16 locations simultaneously across Pennsylvania and neighboring states and speakers present through videoconference technology. These seminars give participants the opportunity to learn from leading industry experts while also giving them the chance to network with other young and beginning farmers.

Topics covered in the program include:

- Megatrends of Agriculture
- Strategic Business Planning
- Preparing for Your Lender
- Constructing a Balance Sheet
- Constructing an Income Statement and Cash Flow Projection
- Understanding Lending Decisions
- Farm Business Management Factors and Benchmarks
- Growth and Transition Management
- Personal Financial Management
- Communications, Ethics and Leadership

Many participants join AgBiz Masters to acquire business planning skills. Oftentimes, these young and beginning farmer participants are anticipating changes in their lives/operations that may include:

- Starting a new farming business
- Being part of a farm transition from an older generation to their generation
- Adding a new farming enterprise to an existing operation

The AgBiz Masters program has continued to evolve over the years. Each year, participants are asked to complete a survey to seek feedback on the program. Those results are shared with program partners to discuss enhancements to the program for coming years. One change to the program in recent years has been the addition of regional farm tours to add an additional networking and learning component.

Program Strategic Goals

- To build a stronger agricultural industry for the future by educating today's young and beginning farmers in business and financial management skills
- To foster the development of relationships among young and beginning farmer participants and industry partners
- To be a collaborative agricultural effort where industry resources are pooled to provide participants with the highest quality program

Program Partnerships

Collaboration has been key to AgBiz Masters since its inception. The program was developed through the cooperation of more than 25 agricultural organizations. Partner organizations continue to support AgBiz Masters in a variety of ways including:

- Marketing the program to their members/customers
- Serving as meeting speakers and/or facilitators
- Providing access to funding available to support the program and/or offer scholarship reimbursements to participants

Partner organizations in AgBiz Masters represent all sectors of Pennsylvania agriculture and include agricultural trade associations, Farm Credit, Penn State Extension, Pa. Department of Agriculture and agricultural businesses, to name a few.

Program Impacts

AgBiz Masters includes young and beginning farmer participants from all aspects of the agricultural industry from a variety of backgrounds. Many participants are currently engaged in farming, either as an operator/partner in a business or as a farm employee. However, in recent years, a growing number of AgBiz Masters participants have included individuals with an interest in farming but have not started farming yet.

In its four years of existence, AgBiz Masters has impacted many young and beginning farmers in Pennsylvania and beyond. The program has reached nearly 600 young and beginning farmers with 218 graduates of the program.

For more information on AgBiz Masters, please visit www.AgBizMasters.com.