

# Land Access, Capital Readiness, and Marketing: A Collaborative Training Program to Sustain Beginning Farmers in Years 4 to 10



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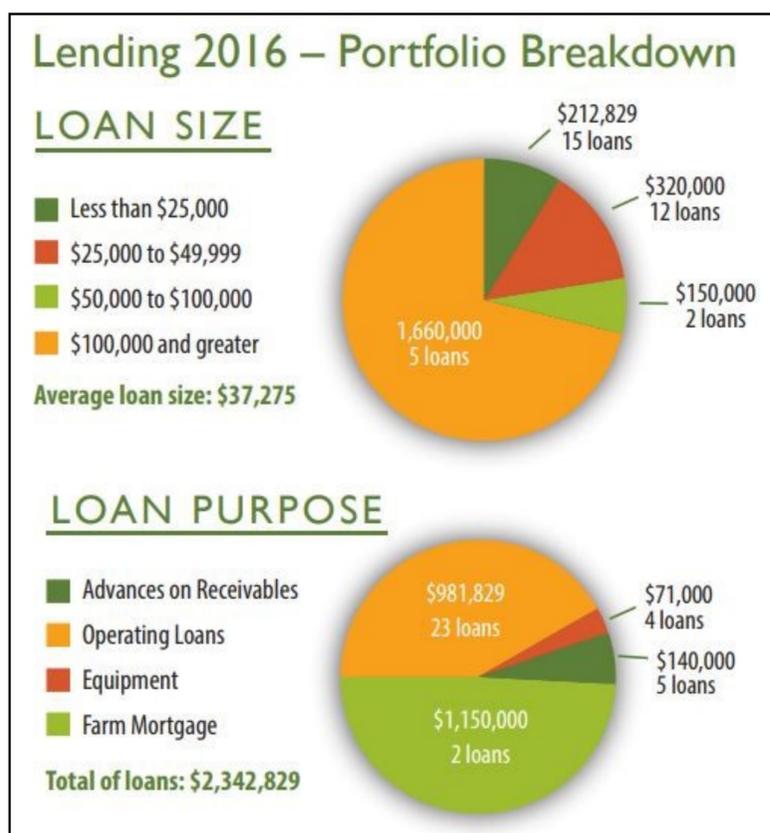
Over **600 advanced, beginning farmers** will receive access to the education, tools and resources necessary to succeed: **land access, financial management skills, and ability to evaluate and improve marketing.**

**Access to Land:** At least 150 farmers develop the skills and understanding to navigate and secure land leases and purchase agreements in order to stabilize or expand their farms.

**Proficiency with Financial Management Techniques and Capital Readiness:** At least 230 participants will develop skills and techniques to support long-term decision making about financial sustainability, shifting their perspective from annual profitability to long-term growth of net worth as shown by the increasing strength of the balance sheet.

**Develop an Appropriate Marketing Strategy:** 300 growers will successfully develop the skills and knowledge to evaluate and access diverse marketing channels.

## INCREASING ACCESS TO LAND AND CAPITAL



## Expected Outcomes

- Beginning farmers served by the project secure **new, improved land tenure** agreements.
- Farmers will develop accounting systems sufficient to produce a **Balance Sheet and an Income Statement** and will understand the importance of using both, and make **management decisions** based on current financial statements.
- Farmers create a written **cash flow budget** identifying short-term, mid-term and long-term **credit needs** and ability to make loan payments from **operating profits**.
- Farmers report increased knowledge, adoption of new practices, and/or access to **new marketing channels** resulting from participation in educational workshops and classes.

California FarmLink links independent farmers and ranchers with the land and financing they need for a sustainable future. As a non-profit, **Community Development Financial Institution (CDFI)**, FarmLink focuses its financing and business development services on low-income, immigrant and beginning farmers, including women and farmers of color.

We foster equal access to opportunity, seek synergies toward land stewardship and conservation, and value learning from our diverse local leadership.

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