



## NABC Lunch and Learn Q & A

### Resilerator™ Northwest

### Responses by Winona Dorris, Resilerator™ Creator & Course Instructor

### and Aba Kiser, NABC

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#### **Resources:**

- [Resilerator™ Northwest](#) information and link to registration.
  - For anyone interested in helping to spread the word, here is the [Media Folder](#) with social media cards, the poster, and language to use.
- [Farmer Campus](#) is an online learning platform that hosts multimedia courses and provides many other services for farmers and ranchers.
- The Resilerator™ was developed by Poppy Davis of [California FarmLink](#), and a consultant to NABC.
- Other good programs in our region include:
  - The [Cultivating Success program](#) for beginning farmers.
  - [Business Impact Northwest's Root to Rise Farm Business Accelerator](#) for advanced farmers, ranchers, and fishers.
- For more info about NABC's Resilerator™ NW, contact Aba Kiser, [abakiser@agbizcenter.org](mailto:abakiser@agbizcenter.org).

#### **About the Resilerator™:**

- The Resilerator™ is a 10-week business accelerator course for farmers, ranchers, and fishers who are interested in scaling up their businesses beyond direct market sales.
- *The Resilerator™ is a trademark and program of California FarmLink offered in Washington State through a license agreement with the Northwest Agricultural Business Center. This year will be the third time NABC has offered Resilerator™ Northwest.*
- Winona Dorris and Poppy Davis are the lead instructors for this course.
- The course focuses on the legal and financial management of a farm, ranch, or fishing business.
- Participants generally have several years of experience (i.e., this is not a course for beginning growers).
- Prior to each class meeting, participants will receive a recorded presentation to watch on their own time. Class sessions will be interactive discussions, Q&A, and include guest presentations.
- Service providers (i.e., people who work with and support farmers, ranchers, and fishers) are welcome to audit the course in order to learn more about the business needs of the people they serve. Beginning farmers should reach out to see if this is the right fit. The expectation is that class time is for the participants, and auditors are listening and observing rather than participating.
- [Farmer Campus](#) provides social media networking and the content delivery platform for the Resilerator™. Farmer Campus offers many other courses for producers as well.

- The course fee of \$200 is refundable upon graduation.
- Course graduates receive an hour of 1-1 coaching with the course facilitators, and 10 points toward the [RateWise program](#) with [AgWest Farm Credit](#).
- The fall 2024 course meets on Farmer Campus Zoom on Tuesdays from 3:00-5:00 starting **October 1**. Registration ends **September 20**.

### **Questions & Answers:**

**Q: What size of farm/ranch business is ideal for the Resilerator™?**

**A:** The first criterion is number of years in business. This course is for growers who want to improve and scale up, so they should have a couple of years under their belt. It is not for the home gardener or for non-profit farm programs, but for people who are in business for profit. We usually see growers with about 5-10 acres available. The key is the intent to profit and build short-term or long-term wealth. Wealth-building and sustainability are the key focuses of this program.

**Q: A major issue we hear about is finding and retaining farm employees. Does the course cover successful mechanisms for retaining employees?**

**A:** There is some conversation about labor, but we have a separate advanced course called the [Employment Resilerator™](#) about labor, securing and maintaining employees, how to be a good employer, etc. At this point it is offered only through California FarmLink. One must graduate from the Resilerator™ first before qualifying for this advanced topic.

**Q: I know this program is for both farmers and ranchers. Are there any differences in course content?**

**A:** We have adapted the content to cover farming, ranching, and fishing. A lot of the concepts that we teach are the same and, where it's different, we tailor the content depending on who is in the cohort.

Each week a farmer who has been through the Resilerator™ speaks to the group about the topic for that session and how they have implemented it in their own business. That helps participants to see that it is possible and envision themselves implementing the work.

It is a very content-rich program and we see people taking the course more than once to integrate and implement the information.

NABC hopes to offer the Resilerator™ again next fall.