

"The course covered a wide range of information that was needed."

- course participant

FARM PULSE: Financial Management & Analysis

A self-paced online course for farmers interested in learning how to use farm financials to explore their farm business decisions.

This course will help farmers evaluate their finances, take the pulse of their farm business, and set goals for the future of their operation.

"The course was excellent! I liked that I could pick-up and start the program when it fit my schedule vs. having a designated time to login and meet. The flexibility helped greatly!"

- course participant

**SCAN TO
REGISTER NOW
& VIEW COURSE FEES**



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



National Institute of Food and Agriculture
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FARM PULSE
FINANCIAL MANAGEMENT
& ANALYSIS COURSE

go.wisc.edu/farmpulse

**Now offering online courses for
Conventional and Organic Farmers**

WHAT YOU WILL LEARN



Identify which records to collect for your farm business

Compare and contrast financial strengths and weaknesses



Organize financial information into financial statements

Define the structure of balance sheets, income statements, statements of cash flow, and statements of owner equity



Interpret financial statements for the analysis of a farm's financial position and financial performance

Illustrate your farm's plan to communicate with your lender



COURSE OVERVIEW

*"Seeing the **real-life examples** of Johnson Ranch and Bella Acres is really helpful!"*
- course participant

Participants are able to follow along with case farms throughout the eight modules, completing hands-on & interactive financial activities involving these farms:

- Conventional dairy farm
- Livestock and grain farm
- Organic dairy and grain farm

THE 8 MODULES

The course will take 6-10 hours to complete

1. **Overview** and introduction to the case farms
2. **Farm financial** model and records
3. **Financial statements** – balance sheet, income statement, statement of cash flows, statement of owner equity
4. **Financial position** – liquidity and solvency ratios
5. **Financial performance** – profitability, repayment and replacement capacity, and financial efficiency ratios
6. **Decision-making** – DuPont Analysis, planning, and budgeting
7. **Working** with your lender
8. **Next steps**