



## Will This Work?

How can a new farmer or rancher ensure that their investment of hopes, dreams, financial resources and elbow grease will result in success? Sometimes success hinges on a wing and prayer rather than something more concrete.

No one doubts your work ethic. If sweat, tears, and blood were the only commodities needed, your success would be assured! But they aren't--there are market conditions, weather, competition, disease, consumer culture, soil issues, water problems, trade embargoes, economic factors to consider.

Doing your research and completing

a market assessment, feasibility study and business plan will help you analyze the business environment and potential profitability of your venture and will be among the best investments you can make.

A market assessment will help you, as a businessperson, determine to whom and where your farm produce will be sold, even before you begin your agricultural venture. This process will help identify purchasing opportunities in a market. If no opportunities exist, there may be no reason to proceed further.

If opportunities **are** found, the market assessment can focus your

efforts to identify your target audience and how to market to them. Then you can proceed to conducting a feasibility study.

The feasibility study serves an investigative function. It determines if your concept is a viable business idea and outlines, then analyzes, alternative methods of achieving business success.

At that point, you are ready to create a business plan. This provides a planning function--it outlines the actions needed to take the proposal from idea to reality.

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### Reasons To Conduct a Feasibility Study:

- Gives focus to your ideas and narrows business alternatives
- Identifies new opportunities through the investigative process
- Identifies reasons not to proceed
- Enhances likelihood of success by addressing mitigating factors
- Provides quality information for decision-making
- Proves the business venture was thoroughly researched
- Helps secure funding

The market assessment, feasibility study and business plan are the critical first steps to launch a successful business. In the next issue we will explore a feasibility study in detail and outline each step from concept to reality.



Questions about this article? Please contact James Craig, Rural Rehabilitation Specialist with the AgrAbility program at [jcraig@goodwillcolorado.org](mailto:jcraig@goodwillcolorado.org) or 720-737-3686.

**"Go Goodwilling"** from the comfort of your home and shop thousands of unique online auctions at [ShopGoodwill.com!](http://ShopGoodwill.com)

Your purchases support Goodwill's job training and life-engagement programs, serving individuals with economic and developmental challenges.

## AgrAbility- A No-Cost Resource for Farmers and Ranchers

AgrAbility is an Extension program that is delivered in partnership with Goodwill of Colorado, but many Extension agents are not aware of this important program and how it can help them as they serve their communities. AgrAbility provides information, education, and services to farmers, ranchers, agricultural workers and their families with disabilities, illnesses, or conditions. Promoting independence in production agriculture by helping workers find the help they need to begin, remain, or regain employment on their farm or ranch. Extension agents are part of their communities and uniquely positioned to connect farmers and ranchers in their communities who may need a little support to the resources and services that AgrAbility offers. If you know of a farmer, rancher, farm worker or their family member who is struggling to keep farming because of a disability or is at an increased risk of injury because of a disability, one of our AgrAbility Rural Rehabilitation Specialists can provide in person one-on-one assessments to that individual at no cost.

We would love to share more with you about the Colorado AgrAbility program and provide promotional fliers and marketing materials for your Extension office. To get in touch with AgrAbility you can reach out directly to [Rebec.Hill@ColoState.edu](mailto:Rebec.Hill@ColoState.edu) or learn more on our website <https://agrability.colostate.edu/>. You can also give our information directly to a farmer or rancher in need.

## Make 2022 the Year You Clarify Your Intentions



As we approach the uncertainties of a new year, it is a good time to remember that while we cannot control everything

life throws at us, we can control how we think about life and how we find and apply meaning and purpose.

Our level of skill in this is directly connected to our emotional wellbeing.

The German philosopher Nietzsche once said: **“If we have our own why in life, we shall get along with almost any how.”** When we connect the “why” of what we do to what’s important to us, to our values/ purpose; we are more resilient, better able to make sacrifices, endure hardships, and increase our gratitude for what we do have. Anyone that has ever been up in the middle of the night with a sick child knows how uncomfortable and powerless that can feel. Yet almost every parent does this without hesitation because of the value to provide care and comfort to our children.

Now, on a much larger scale, consider all the stressors, challenges,

and hardships that go into making a living from agriculture. Indeed, in every aspect from day-to-day operation to succession/future planning, the challenges and stressors are severe enough that one might find themselves asking “Why would anyone sign up for this?”

Dr. Michael Rosman, godfather of Agricultural Behavioral Health and author of the book “Excellent Joy: Fishing, Farming, Hunting and Psychology” offers an explanation in something he calls the “Agrarian Imperative” Basically a deep-rooted need **“...to produce the food and shelter required by their families and communities. Also called “the agrarian personality,” this genetically programmed instinct drives farmers to hang onto their land at all costs. The agrarian imperative instills farmers to work incredibly hard, to tolerate unusual pain and adversity, to trust their own judgment, and to take uncommon risks.** “(Rosman, MR (2010). The Agrarian Imperative. Journal of Agromedicine, 15, 71-75.)

Whether you are an owner/operator or connected to the agricultural

community in other ways, I would propose that you possess a degree of this Agrarian Imperative.

Furthermore, I would propose that those who maintain optimism and satisfaction in the face of hardship have found a way to align this deeply rooted drive with a sense of personal values and meaning. I challenge each of us to start a practice of asking “what do I value about this?” What do you love about making a living from the land or from your connection to agriculture? The better we can answer these questions, the better equipped we are to find creative ways to apply that meaning to both our challenges and successes. So, this year, really push yourself to reconnect with and nurture those things that give purpose and meaning to your life by asking “why?,” you might be pleasantly surprised with the results.

If you have questions, concerns, interested in information, or options regarding behavioral health please contact Chad Reznicek with the Colorado AgrAbility project at 970-744-9011 or [chad.reznicek@colostate.edu](mailto:chad.reznicek@colostate.edu).



**Serving the needs of Colorado’s Farm and Ranch Families with Disabilities**

**AgrAbility Contact Details– Candy Leathers. Program Manager, 720-539-4435**

# Alpha Gamma Rho Fraternity Works With Colorado AgrAbility to Help Disabled Farmer From Longmont, Colorado

This November the Colorado AgrAbility Project (CAP) had the opportunity to join Colorado State Universities Alpha Gama Rho Fraternity in a service-connected project with a CAP client, Vijay Viswanathan. In 2003 Vijay was injured in a rock-climbing accident where he incurred a T5 spinal cord injury resulting in paraplegia. Being paralyzed from the waist down has made his dream of entering farming difficult.

AgrAbility conducted an on-site assessment of his farm/ranch infrastructure and necessary work tasks then made recommendations on the services, adaptations, modification, equipment, and providers that could assist to facilitate Vijay’s ability to begin his agricultural goals. When he obtained his property, it was peppered with different types of construction and agricultural debris which is next to impossible for him to gather, sort and arrange, so that the property presents much better and is safer for him to traverse using his manual wheelchair. It was also unsafe for the introduction of livestock. As he is on a limited income and relies on the help from friends and volunteers to assist with physical tasks, he requested AgrAbility’s aid in

securing volunteers to perform tasks such as cutting, splitting, and stacking wood for this upcoming winter. In addition, he had plans to turn a small outbuilding currently in a state of disrepair into a fully functioning chicken coop. Having help from a few able body folks who could organize and provide the manpower to secure this building would be a real game changer for Vijay. And who better to help mend and repair several fences to aid in livestock and property security than the young men from AGR, who have both experience and skills to help this beginning farmer.

Alpha Gamma Rho is a fraternity sharing a common bond within a dynamic, global agricultural community to foster the highest values and providing every brother with superior lifelong personal development and professional success. They are dedicated to “service” and Anthony Nomina, Philanthropy Chair was eager to agree to assist AgrAbility and Vijay by provided 18 brothers and himself to help with this day long task of cleanup and repair on November 14th, 2021.

Vijay Visvanatha was extremely grateful for the assistance and addressed the AGR group sharing his appreciation stating, “If you or

someone you know have a disability, AgrAbility is a very special program that I strongly recommend and I encourage you to contact them for their services. It could change your way of life.” He continued to share that “They are experienced in the field and have many great ideas on ways to make things easier or possible. And the most valuable—they are always there to lend an ear whether you need advice or simply encouragement.”

Colorado AgrAbility is part of a national program designed to help farmers, ranchers and their family members remain in agriculture when facing limitations due to aging, disease, injury, illness, or other disability. AgrAbility specialists analyze each situation and recommend practical solutions to restructure work tasks, modify agricultural operations, coordinate community, and state resources, and customize a plan to meet individual and family needs for farmers or ranchers.

The project is a USDA funded program that partners Colorado State University, Colorado State Extension, and Goodwill of Colorado Since 1998 Colorado AgrAbility has helped over 612 farm and ranch clients.



# 2022 Winter Workshop Dates!



## WINTER WORKSHOP DATES

**Tuesday March 1st, 2022**

**Mancos/Cortez \*\***

8:00 to 12:00, Community College in Mancos  
Pueblo Community College Southwest  
33057 US-160, Mancos, CO 81328

**Wednesday March 2nd, 2022**

**Grand Junction**

8:00 to 12:00, GJ Fairgrounds  
Mesa County Fairgrounds, Community Building  
2785 US-50, Grand Junction, CO 81503

**Thursday March 3rd, 2022**

**Steamboat**

8:00 12:00, County Court House  
522 Lincoln Avenue, Steamboat Springs  
Third floor

**Monday March 28th, 2022**

**Sterling**

12:00 to 4:00, CSU Extension Office  
508 South 10th Ave., Suite 1  
Sterling, Colorado 80751

**Tuesday March 29th, 2022**

**Flagler**

12:00 to 4:00, Wheatland Conference Center  
14 East 2nd Street  
Flagler, CO 80815

**Wednesday March 30th, 2022**

**Lamar**

12:00 -4:00, Fairgrounds in Lamar  
2206 Saddle Club Dr.  
Lamar, CO

**Thursday March 31st**

**Pueblo**

8:00 to 12:00, CSU Extension Office  
701 Court St. Suite C,  
Pueblo, CO 81003



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*\*\*The best parking will be on the West (Cortez) side of the building. Enter through that door and proceed to Rm 109 on the right side.*