AGENDA

Purdue Farm Business Short Course

February 1-5, 2027 | West Lafayette, Indiana

CONTEXT
Pre-work + faculty sessions

PRACTICE
Farm business simulation

APPLICATION
Farm Business Blueprint

This agenda is a working draft and is subject to change.

Day One | Monday, February 1

Establish your baseline – where you are, what you know and what the gaps are. Form your peer team, encounter the first of several Purdue research tools and begin the Farm Business Blueprint with a candid assessment of your own operation's business position.

MORNING

- Economics & market context
- Business owner vs. farm operator

AFTERNOON

- Financial health
- Peer cohort formation
- Blueprint Section 1 work time

EVENING

Welcome reception

DAY 1 TAKEAWAYS:

- Describe your operation's financial position
- Know who in the room you want to keep learning from
- Identify your three most urgent business questions

Day Two | Tuesday, February 2

Learn to read your own operation's financial ratios, benchmark them against current Purdue research data and apply that analysis to a real capital investment decision.

MORNING

- Farm financial management
- Enterprise profitability

AFTERNOON

- Purdue research tools & benchmarking
- Capital investment evaluation
- Blueprint Section 2 work time

EVENING

Lender & CPA perspective dinner – ag lender and farm CPA join for Q&A

DAY 2 TAKEAWAYS:

- Run your own financial ratio analysis
- Benchmark your cost of production against Indiana averages
- Evaluate a capital invesment against your working capital
- Identify the CFO function that's missing on your farm

Day Three | Wednesday, February 3

Set a three-year direction for your operation. Map and respond to your most significant risks, and build a grain marketing strategy that's more than a set of habits you've been repeating for years.

MORNING

- Farm business strategy
- Grain marketing strategy

AFTERNOON

- Risk management
- Pre-harvest risk position
- Blueprint Section 3 work time

EVENING

Guest dinner – farm operator or agribusiness leader who has made a consequential strategic decision joins for a candid conversation

DAY 3 TAKEAWAYS:

- Write a defensible three-year direction statement
- Map and prioritize your operation's top risks
- Use the Purdue Crop Basis Tool independently
- Evaluate a marketing decision against your balance sheet

Day Four | Thursday, February 4

Address the decisions that don't appear on a balance sheet and determine whether a farm business survives the next generation. Leadership, family dynamics, ownership transition and succession planning.

MORNING

- Leadership & decision-making
- Ownership & equity transition

AFTERNOON

- Family business dynamics
- Succession planning
- Blueprint Section 4 work time

EVENING

Cohort dinner – no agenda.

DAY 4 TAKEAWAYS:

- Identify the bottleneck in your business
- Structure an ownership transition conversation
- Name the succession conversations that need to happen
- Connect financial position to equity and succession decisions

Day Five | Friday, February 5

Everything built throughout the week comes together for a final integrated plan. The explicit connection from the practice operation to your real one. Leave with a 90-day action plan, a cohort that will hold you to it and a year of programming ahead.

MORNING

- Enterprise track breakouts
- Blueprint handoff & 90-day action plan

AFTERNOON

- Final integrated plan & advisor feedback
- Peer sharing & closing

DAY 5 TAKEAWAYS:

- Present an integrated farm business plan
- Cite the Purdue tools informing each major decision
- Name your top three actions for the next 90 days
- Identify the conversations your operation needs

After the week | Year-long learning

APRIL

Virtual touchpoint timed to crop planning season. Blueprint check-in. Cohort peer groups reconvene.

JUNE/JULY

Summer field visit, in-p erson at a cohort member or partner operation.

NOVEMBER

Virtual touchpoint – post-harvest marketing, storage strategy, year-end financial review.

JANUARY '28

Year-end review. Blueprint highlights shared. Peer Advisory Board invitations extended for Year 2.

Registration closes: Fall 2026 **Questions?** aissa@purdue.edu **agribusiness.purdue.edu**