Insight Into Barriers and Educational Needs for Farm Succession Programming

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Learning Objectives

• Understand the process of how the focus groups were conducted
• Gain a better understanding of the coding process
• Learn the results of the focus group and how they will be used in the Farm Succession Work Book

Focus Group Locations

• Abbotsford
• Melrose
• Portage
• Sobieski
Codes

• Strategies
• Delivery and Support
• Educational Needs

• Tensions
• Financial
• Communication
• Fair vs. Equal
• Change
• Control

Coding Process

First Pass 3 hrs Second Pass 3 hrs Third Pass 2 hrs Fourth Pass 1 hr

Results
Tensions

Financial Needs from the Farm

Communication

Starting the Conversation
Transparency
Guilt
Generational Divides
Family Dynamics
Fair vs. Equal

Change/Control
• Analyzed but came up less often

Workbook
Take Home Points

• Commonality between all focus groups with some outliers
• Succession workbook allows blueprint for programming