

**Developing a Business Plan
for Farms and Rural Businesses:
Training for New and Beginning Farmers and Entrepreneurs**

**Online Training Program for
New & Beginning Farmers and Agricultural Entrepreneurs**

**Florida A&M University Cooperative Extension Programs
New & Beginning Farmer Training Program**

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*Adapted from:
Building a Sustainable Business: A Planning Guide for Farmers and Rural Business Owners (SARE)*

How this Training is Structured

- Part One: *What is Important to You?* - Identifying Values
- Part Two: *What Do You Have?* - Reviewing Your History and Taking Stock of Your Current Situation
- Part Three: *Where Do You Want to Go?* – Developing Your Vision, Mission Statement and Identifying Goals
- Part Four: *What Steps Can You Take to Get Where You Want to Go?* – Strategic Planning and Evaluation
- Part Five: *What Steps Will You Take and How to Check Your Progress?* – Present, Implement and Monitor Your Business Plan

Four Key Functional Planning Areas

- Marketing
- Operations
- Human Resources
- Finances

Why develop a Business Plan?

- To map out a transition from one production management system to another (ex. conventional to organic)
- To expand your operation
- To incorporate more family members or partners into the business
- To transfer or sell the business
- To add value to the existing operation through product processing or direct sales

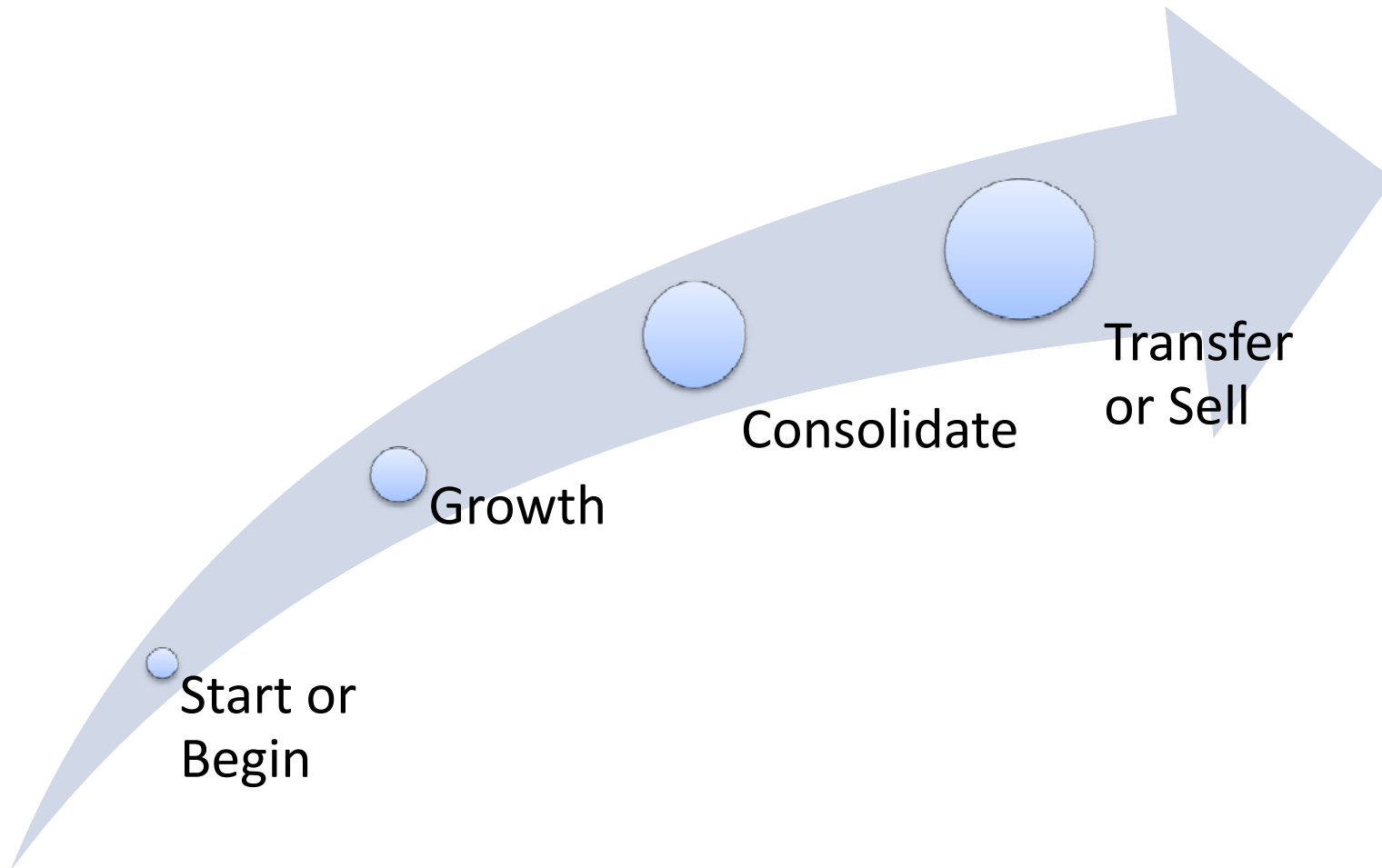
Business Planning

- **Business planning is an on-going, problem-solving process that can identify challenges and opportunities in the business**
 - Marketing
 - Operations
 - Human Resources
 - Finances
- **The business plan can be used as a long-term, internal organizing tool or to communicate to others outside the business**
- **Use the business plan to:**
 - Make regular or seasonal marketing, operations, human resources and financial decisions
 - Pursue long-term personal, economic, environmental and community goals
 - Develop a business profile or communicating within or outside the business to potential partners, lenders and customers

Adapted from

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The Business Life Cycle



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Spend a few moments thinking about your planning needs. Be clear about which issues you would like to address in your plan and consider how you will use the final plan.

- What key issues are motivating you to plan?
- Who is the business planning team? Who else should be involved in the planning process?
- How will the business plan be used? Will it serve as an internal organizing tool, or be used to communicate outside the business, or both?

To open Worksheet, see below.