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*

*Adapted from*

*Building a Sustainable Business: A Planning Guide for Farmers and Rural Business Owners (SARE)*
Four Key Functional Planning Areas

• Marketing

• Operations

• Human Resources

• Finances

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

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

Start or Begin

Growth

Consolidate

Transfer or Sell

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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.

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