

# **Beginning Farmer Business Plan Outline**

- A. Qualifications of Applicant
  - 1. Education and Farm Experience
  - 2. Current Involvement in Farming
  - 3. Support system
    - a. Mentor's Role and Area of Expertise
    - b. Family Members or Other Sources of Assistance
  
- B. Business Concept
  - 1. Type and Scope of Farming Operation
  - 2. Goals and Objectives
    - a. Full or Part Time
    - b. Growth Strategy – Aggressive or Moderate
    - c. How Will Success Be Measured
  - 3. Personal Reasons for Farming – Profit, Lifestyle, Other
  
- C. Organization Plan
  - 1. Business Type – Sole Proprietorship, Partnership, or Corporation
    - a. Define Role of Applicant – Owner, Unit Manager, or Other
    - b. Define Roles of Other Employees or Partners
    - c. Discuss Wages and Benefits
    - d. How Will These Roles be Evolving
    - e. Address Succession Planning
  
  - 2. What Government Regulations Will Apply
    - a. Local Zoning
    - b. Water Quality Plan
    - c. Other
  
- D. Marketing Plan
  - 1. What Products or Services Will Be Grown or Offered
    - a. How Will These be Marketed – Least Cost or Value Added
    - b. Discuss Competitive Nature of Your Business
  
  - 2. How Will You Reduce Risk
    - a. Crop Insurance
    - b. Futures or Contracting
    - c. Other
  
- E. Financial Plan
  - 1. Discuss Record Keeping System
    - a. Production
    - b. Financial
  - 2. Provide Enterprise Budgets
  - 3. Provide Five Year Cash Flow Projections
  - 4. How Will You Finance Growth, Debt Retirement, and Family Living
  - 5. Other Financial Considerations