



Everdale's Farmers Growing Farmers Programs

The Farm Planner

Session One: Farm Foundations

This session will cover much of the bigger picture issues surrounding the development of a farm plan. Where are you now and where are you headed? How will an agricultural business fit with the rest of your life and in your community? What will be your enterprise of focus and how do you determine the scale of your business? You will also get the chance to meet other prospective farmers who are asking themselves the same questions that you are. Topics covered in this session will impact all subsequent decisions made concerning your business.

Session Two: Planning for Production

Having a product or service to sell is the first step in running an agricultural business. Learn the steps needed and tools available to begin developing a production plan. You will also hear from a panel of experienced farmers. They will discuss how they chose their current enterprises and scale as well as their production planning process.

Session Three: Marketing and Distribution

This session will look at the factors that can lead to a successful marketing campaign for your business. How do you conduct market research? How do you evaluate market opportunities and possibilities? How do you price your product and effectively promote it? All these questions will be addressed as well as appropriate distribution channels and methods for your goods/services. Hear from a diverse group of farmers on how they tackle selling their products.

Session Four: Financial Basics

This session will focus on key financial information that every small business owner should know. Moving from terminology into different ways of organizing your businesses monetary information. An expert farmer will open and present their books to you so you can see how it happens on a real farm.

Session Five: Data Management

In addition to financial data, farmers need to track a lot of information. Methods and tools will be explored that can be useful in creating production plans, pricing strategies, customer/contact databases, livestock/vegetable records, and field maps to name a few. Gain insight into how Everdale tracks a large number of customers and how we ensure we are meeting financial and production targets. You will also have the chance to build a production plan from scratch with an experienced farmer.

Session Six: Advanced Finances

Now that you know the basics, an expert panel of farmers will share some more in depth numbers with you related to their businesses. This session will also be used to catch up on all the information that has been covered to this point.

Session Seven: Regulations, Risk Management and Record Keeping

In the final session we will cover some minor but still very important pieces of a complete business plan. First, what regulations do you need to be aware of, both farm specific and not. Second, how to identify, assess, and manage all risks associated with your business. Finally, hear from a farmer about how their record keeping system works, from collection, to organization to use.