**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