



Beginning Farmer Resource Guide to Business Planning

Business planning is the key to a successful farm.

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Online

Name	Description	Contact	Website
<i>Ag Decision Maker by Iowa State University Extension</i>	Decision Aids to help plan your enterprise	agdm@iastate.edu	http://www.extension.iastate.edu/agdm/decisionaids.html
<i>Ag Decision Maker</i>	Create Your Own Business Plan	Ann Johanns, (641) 732-5574, aholste@iastate.edu	http://www.extension.iastate.edu/agdm/wholefarm/html/c5-69g.html
<i>Ag Decision Maker</i>	Feasibility Studies	Ray Hansen, (515) 294-3890, hansenr@iastate.edu	http://www.extension.iastate.edu/agdm/wholefarm/html/c5-65.html
<i>Agricultural Marketing Resource Center by Iowa State University Extension</i>	Business Plans, markets, production data, processors, value-added and more	http://www.agmrc.org/contact_us/	http://www.agmrc.org/
<i>Myentre.net by University of Northern Iowa</i>	An online community of entrepreneurs; free webinars, capital access resources, tips, etc. Connections! by Myentre.net is a searchable database of programs, people, and events for entrepreneurs.	Rob Williams (319) 273-4333, Rob.Williams@uni.edu	http://www.myentre.net/
<i>National Sustainable Agriculture Information Service by National Center for Appropriate Technology (NCAT)</i>	Agricultural Business Planning Templates and Resources Business and Marketing Resource List		http://www.attra.org/attra-pub/agriculture_planning.html
<i>Sustainable Agriculture Research and Education (SARE)</i>	Strategic Farm Planning and Marketing Online Course	http://www.southernsare.org/Contact-Southern-SARE	http://www.sare.org/Learning-Center/Courses-and-Curricula/National-Continuing-Education-Program/Course-2-Strategic-Farm-Ranch-Planning-and-Marketing
<i>Value-added Agriculture, Iowa State University Extension</i>	Business Description examples and details	(515) 294-2136 lanim@iastate.edu	http://www.extension.iastate.edu/valueaddedag/business-development-ag
Small Business Administration	The essential elements of a good business plan	Jayne Armstrong, (515) 284-4422	http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/writing-business-plan/essential-elements-good-busines

Software

Name	Description	Contact	Website
<i>Business Plan Pro - business planning software</i>	Software helps many beginners keep budgeting data together in an easy to follow format. Cost is about \$200.00	(800) 229-7526 sales@paloalto.com	www.businessplanpro.com
<i>AgPlan, Center for Farm Financial Management, University of Minnesota</i>	AgPlan is free of charge for anyone to use individually or in educational programs. Each business type has an outline designed specifically for that particular type of business, tips or questions that help you develop each section of the plan, sample business plans, and links to additional resources for each section of the plan.	(612) 625-1964, cffm@umn.edu	https://www.agplan.umn.edu/

Consultants

Name	Description	Contact	Website
<i>Andy Larson, Small Farms Specialist - ISU Extension</i>	Business planning, consultations	allarso1@iastate.edu	http://www.extension.iastate.edu/vpnews/articles/2008/10smallfarms.htm
<i>Dave Baker, Beginning Farmer Center - ISU Extension</i>	Farm transitions, Farm-On Program, business planning	515-252-7801 or 877-BFC-1999 baker@iastate.edu	www.extension.iastate.edu/bfc
<i>Kent Vickre, Iowa Farm Business Association</i>	They manage/market PC MARS (Monthly Accounting Record System), a user friendly accounting system with multiple enterprise capability, and multiple bank accounts, labor accounting, and more	515-233-5802 kvickre@iowafarmbusiness.org	http://www.iowafarmbusiness.org/
<i>Small Business Development Centers (SBDC)</i>	Free consulting about business management, business planning, available in all parts of the state	(515) 294-2030 iowasbdc@iastate.edu	http://www.iowasbdc.org/
<i>SCORE Counselors to America's Small Business</i>	Access mentors for your small business; searchable database of resources, tools, workshops, network with small business people	Ten offices around Iowa. Find the one nearest you on their website	http://www.score.org
<i>Kelvin Leibold, Farm and Ag Business Management Specialist, Hardin County Extension Office</i>	Focusing on conventional farm transitions, beginning farmers, and business planning	524 Lawler St. Iowa Falls, Iowa 50126 (641) 648-4850, kleibold@iastate.edu	https://www.extension.iastate.edu/agdm/authors/kleibold.html
<i>Value Added Agriculture, Iowa State University Extension</i>	The Value Added Agriculture Program (VAAP) provides unbiased, science-based information to help establish or expand agricultural-related businesses in Iowa. Whether it's a new start-up, or an established business wanting to expand, the VAAP works directly with the owners of the business.	(515) 294-3890, hansenr@iastate.edu, (515) 294-8946, lnaeve@iastate.edu	http://www.extension.iastate.edu/valueaddedag/

Workshops/Trainings

Name	Description	Contact	Website
<i>Dream to Farm, by Iowa Western Community College</i>	14-week class will help you create a comprehensive business plan and will also cover the basics of farming techniques, soils, animal husbandry, irrigation and integrated pest management and disease.	Iowa Western Community College, Continuing Education, Looft Hall, 2700 College Road, Council Bluffs, IA 51503 (712) 325-3255	https://www.iwcc.edu/continuing_education/files/gcatalog.pdf
<i>FastTrac® Kauffman Center for Entrepreneurship, Kansas City, MO</i>	Ten week program for business planning - 3.5 hours per week, very interactive, lots of dialogue, teaching how to talk the language of business, ask better questions of lawyer, banker, or CPA.	Tim Putnam, (641) 422-4111, putnatim@niacc.edu	http://fasttrac.org/
<i>Farm Beginnings by the Land Stewardship Project</i>	Farm business planning workshop offered in Wisconsin, Illinois, and Minnesota	Amy Bacigalupo, (320) 269-2105, amyb@landstewardshipproject.org	http://www.landstewardshipproject.org/farmbeg.html
<i>NxLevel for Agricultural Entrepreneurs Course by University of Nebraska-Lincoln</i>	The "Tilling the Soil of Opportunity" Guide for Agricultural Entrepreneurs course is a 36-hour in-classroom experience. Participants explore the different distribution channels needed to get their products to market, such as farmers markets, CSA's	NebraskaEDGE, 103D Miller Hall, Lincoln, NE 68583-0711(402) 472-4138	http://www.nxlevel.org/TM-agriculture-entrepreneurs.htm
<i>Trainings by Holistic Management International, and individual Certified Holistic Management Educator trainings</i>	Whole Enterprise Master Planning – A comprehensive, whole-farm or ranch stewardship plan, based on Holistic Management principals, that encompasses all aspects of the operation. HMI can work with you or your staff to create a Holistic plan that provides the long-range vision, goals and implementation plans to ensure sustainability of your operation, far into the future.	Ann Adams, (505) 842-5252, hmi@holisticmanagement.org	http://www.holisticmanagement.org/

Publications/Books

Name and Author	Description	Contact	Website
<i>Building A Sustainable Business by the Minnesota Institute of Sustainable Agriculture (MISA)</i>	A business planning workbook; has worksheets, budgets, sample narrative plans, values, vision, goals, and mission. Free of charge from <i>Practical Farmers of Iowa</i> for SIP recipients and beginning farmers!	Minnesota Institute of Sustainable Agriculture (MISA) (612) 625-8235 misamail@umn.edu	http://www.misa.umn.edu/Publications/BuildingaSustainableBusiness/
<i>Create your own Business Plan by Hofstrand, Don</i>	Ag Decision Maker Business Plan Document File C5-69	William Edwards, (515) 294-6161, wedwards@iastate.edu	http://www.extension.iastate.edu/agdm/wdvalueadded.html
<i>Organic Farmers Business Handbook: A Complete Guide to Managing Finances, Crops, and Staff—and Making a Profit by Wiswall, Richard</i>	Excellent resource for planning profitability into your farm. Includes detailed budgets of production for diverse crops	catefarm@gmail.com	http://richardwiswall.com/the-organic-farmer-s-business-handbook/

<i>The E-Myth by Gerber, Michael E.</i>	Michael Gerber walks you through the steps in the life of a business from entrepreneurial infancy, through adolescent growing pains, to the mature entrepreneurial perspective, the guiding light of all businesses that succeed. He then shows how to apply the lessons of franchising to any business whether or not it is a franchise. Finally, Gerber draws the vital, often overlooked distinction between working on your business and working in your business.	HarperCollins Publishers, Inc	www.e-myth.com
<i>Whole-Farm Planning, Ecological Imperatives, Personal Values, and Economics by Henderson, Elizabeth and North, Karl</i>	Northeast Organic Farming Association publication presents a helpful framework for ecology, community, and quality of life on the farm.	Chelsea Green Publishing	http://www.chelseagreen.com/bookstore/item/wholefarm_planning:paperback

Supporting Organizations

Name	Description	Contact	Website
<i>Angelic Organics Learning Center</i>	Serving farmers in southern Wisconsin and northern Illinois, offering Stateline Farm Beginnings and CRAFT (Collaborative Regional Alliance for Farmer Training)	Sheri Doyel, (815) 389-8455, craft@learngrowconnect.org	www.learngrowconnect.org/farmer
<i>Practical Farmers of Iowa</i>	Savings Incentive Program (SIP) provides \$1 for \$1 savings match up to \$2,400 for beginning farmers. Mentor match, regular check-ins to complete/maintain business plan and networking with farmers. Labor4Learning program provides paid, on-farm training. PFI also organizes farminars, field days, workshops, retreats, and articles to help beginning farmers succeed.	(515) 232-5661, steve@practicalfarmers.org	www.practicalfarmers.org
<i>John Pappajohn Entrepreneurial Center University of Northern Iowa</i>	Works with students and also members of the community	Katherine Cota-Uyar (319) 273-5732 katherine.cota@uni.edu	www.ipec.org
<i>John Pappajohn Entrepreneurial Center University of Iowa</i>	The Center focuses on U of Iowa students, but Paul Heath works with members of the community outside of school.	Paul Heath (319) 335-3742 paul-heath@uiowa.edu	www.iowajpec.org
<i>John Pappajohn Entrepreneurial Center Iowa State University</i>	Offers Smart Start, a two-hour workshop designed for anyone who is considering starting a business. You will learn how to create a business plan, do market research, evaluate demand and business strength, consider different types of business ownership, and how to register your business.	Helena Poist (515) 296-7828 helenap@iastate.edu	www.isupjcenter.org

<i>John Pappajohn Entrepreneurial Center Northern Iowa Area Community College</i>	Offers FastTrac® Kauffman Center for Entrepreneurship out of Kansas City, MO 10-weeks program for business planning - 3.5 hours per week, very interactive, lots of dialogue, teaching how to talk the language of business, ask better questions of lawyer, banker, or CPA. \$500.00 each student.	Tim Putnam (641) 422-4111 putnatim@niacc.edu	www.niacc.com/pappajohn
<i>UNI Regional Business Center</i>	UNI Entrepreneurship Outreach	Maureen Collins-Williams, (319) 273-4327, Maureen.Collins-Williams@uni.edu	www.myentre.net
<i>Wisconsin School for Beginning Dairy and Livestock Farmers</i>	The Wisconsin School for Beginning Dairy and Livestock Farmers can give you the edge you need to succeed in the pasture-based dairy and livestock industries. It is the only program of its kind in the nation, and your best resource for an education in pasture-based dairy and livestock farming.	Nadia Alber, Outreach Specialist, 608-265-6437; nalber@wisc.edu	http://www.cias.wisc.edu/dairysch.htm

Components

Financials

Name	Description	Contact	Website
<i>Farm Financial Standards Council</i>	To create and promote uniformity and integrity in financial reporting and analysis for agricultural producers. Helpful ratios to guide the health of your developing business.	Carroll Merry, (262) 253-6902, cmerry@countryside-marketing.com	www.ffsc.org

Enterprise-specific resources

Vegetables

Name	Description	Contact	Website
<i>Sustainable Vegetable Production from Start-up to Market by Grubinger, Vern</i>	Successful vegetable farmers do much more than produce vegetables; they also manage money, people, and natural resources effectively. For aspiring and beginning vegetable growers, experienced growers, extension personnel, classroom educators, and serious gardeners, this book introduces the full range of processes for moderate-scale vegetable production using ecological practices that minimize the need for synthetic inputs and maximize stewardship of resources.	Natural Resource, Agriculture, and Engineering Service (NRAES)	http://www.nraes.org/publications/nraes104.html
<i>Beginning Grower Schools by Center for Integrated Agricultural Systems at University of Wisconsin-Madison</i>	The Wisconsin School for Beginning Market Growers is a three-day survey course that aims to give students a realistic picture of what it takes to run a successful small-scale produce operation.	John Hendrickson (608) 265-3704, jhendric@wisc.edu	http://www.cias.wisc.edu/wisconsin-school-for-beginning-market-growers/

<i>Grower to Grower: Creating a livelihood on a fresh market vegetable farm</i> by Hendrickson, John	See survey results on net income ratios for profitability of Market Gardens (0.5-2.7 ac.), Market Farms (3-12 ac.), Vegetable Farms (> 12 to 80 ac.)	John Hendrickson (608) 265-3704, jhendric@wisc.edu	http://www.cias.wisc.edu/report-helps-fresh-market-vegetable-growers-understand-and-share-finances/
<i>VeggieCompass by University of Wisconsin</i>	Helps fresh market vegetable growers with detailing costs of production, setting prices, and measuring profitability across all their crops and all their markets. Better suited to more experienced growers, it is a tool that would help beginning growers make sure they are accounting for all costs and tracking profitability.	Paul Mitchell pdmitchell@wisc.edu.	http://www.veggiecompass.com/
<i>Vegetable farmers and their weed control machines</i> by U of VT and U of MA Extension	A fascinating look into the different scales and mechanization options for organic vegetable production.		www.uvm.edu/vtvegandberry/Videos/weedvideo.htm
<i>Gardening for Profit; A guide to the successful cultivation of the market and family garden.</i> By Peter Henderson	published 1882 - an oldie but a goldie. Figures display the essential tools for organic gardening - with horse and human power.		http://www.soilandhealth.org/03sov/0302hsted/030219marketgarden/marketgarden.pdf
Poultry			
Name	Description	Contact	Website
<i>Growing your range poultry business: An Entrepreneuers Toolbox</i> by ATTRA	Great guidelines on what to think about with business planning and production.	Ann Fanatico, (828)262-6813 fanaticoac@appstate.edu	https://attra.ncat.org/attra-pub/summaries/summary.php?pub=223
Dairy Processing			
Name	Description	Contact	Website
<i>Dairy Processing 101, an online workbook for the beginning dairy farmer or dairy processor</i> by The American Livestock Breeds Conservancy (ALBC)	Business Planning, Legal considerations, Product development, Infrastructure needed	The American Livestock Breeds Conservancy, PO Box 477, Pittsboro, North Carolina, 27312 (919) 542-5704	http://www.albc-usa.org/dairy/index.html
Prepared by: Luke Gran, Next Generation Coordinator, Practical Farmers of Iowa			