



## Funding Your Farm: Selling Your Story in a Business Plan

MICHIGAN STATE  
UNIVERSITY

Extension

Beginning Farmer

**DEMaND**

▶ Developing and Educating Managers and New Decision-makers

MICHIGAN STATE  
UNIVERSITY

Center for  
Regional Food Systems



**GreenStone**<sup>®</sup>  
FARM CREDIT SERVICES



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- Please be respectful and appropriate in your responses.
- This webinar is being recorded. Everyone will receive a link via email to the recording after closed captioning has been added.
- If you have a question, please use the Q&A function.
  - Questions submitted to presenters must come through the Q&A so that they can be managed.



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United States Department of Agriculture

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mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; or fax: (833) 256-1665 or (202) 690-7442; email: [program.inake@usda.gov](mailto:program.inake@usda.gov).

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Para presentar una queja por discriminación en el programa, el reclamante debe completar un formulario AD-3027, Formulario de queja por discriminación del programa del USDA, que se puede obtener en línea, en [www.usda.gov/sites/default/files/documents/usda-program-discrimination-complaint-form.pdf](http://www.usda.gov/sites/default/files/documents/usda-program-discrimination-complaint-form.pdf), en cualquier oficina del USDA, llamando al (866) 632-9922, o escribiendo una carta dirigida al USDA. La carta debe contener el nombre, la dirección y el número de teléfono del reclamante, y una descripción escrita de la supuesta acción discriminatoria con suficiente detalle para informar al Subsecretario de Derechos Civiles (ASCR, por sus siglas en inglés) sobre la naturaleza y la fecha de la presunta violación de los derechos civiles. La carta o el formulario AD-3027 completado debe enviarse al USDA por medio de:

correo postal: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; o correo electrónico: [program.inake@usda.gov](mailto:program.inake@usda.gov).

Esta institución ofrece igualdad de oportunidades.

## Meet our team!



Annie Allen  
GreenStone Farm Credit Services



Katie Brandt  
MSU Student Organic Farm



Mariel Borgman  
MSU Extension



Amber Echlin  
GreenStone Farm Credit Services



Florencia Colella  
MSU Extension



Jon Laporte  
MSU Extension



Melissa McKendree  
MSU Extension and Dept of Agriculture, Food,  
& Resource Economics



Jamie Rahrig  
MSU Center for Regional Food Systems  
MSU Product Center



## Guest Panelists



Alex Ball, Founder, Owner  
Old City Acres



Mike Niesyto, Regional Vice President  
GreenStone Farm Credit Services



David Russ, Farm Loan Chief  
Farm Service Agency







## Let's start with a poll!

Do you have a business plan yet?

- Yes!
- Not yet!



## Let's start with a poll!

Do you have a business plan yet?

- Yes!
- Not yet!



## Another poll!

How familiar are you with creating a business plan?

- Very familiar
- Somewhat familiar
- Not really familiar
- What is a business plan? ; )



## Introduce yourself in the chat

- Name
- Farm location
- What product is the favorite thing you grow?



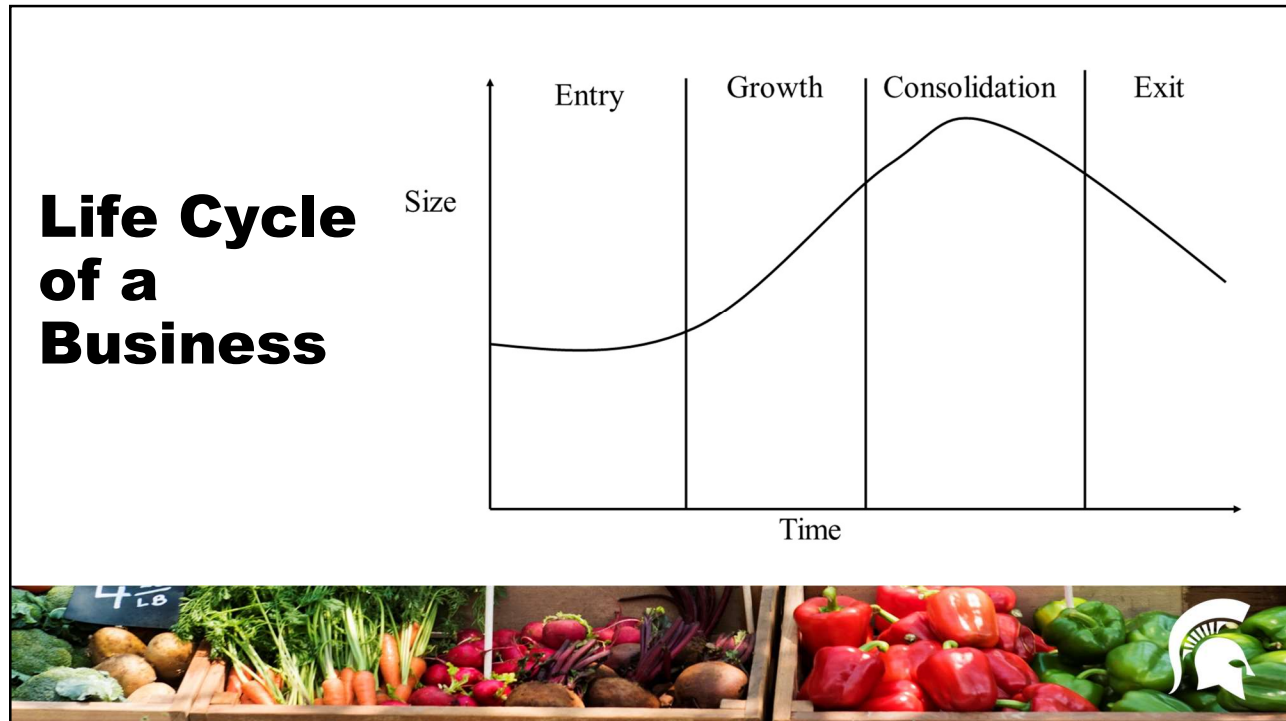
## The purpose of a business plan

- Tell your story (pitch)
- Identify business needs
- Plan for the future
- Important for financing

*A business plan is a written document outlining what you plan to do as a business and how you plan to do it, in a concise way.*

WIKI





## Sections of a Business Plan

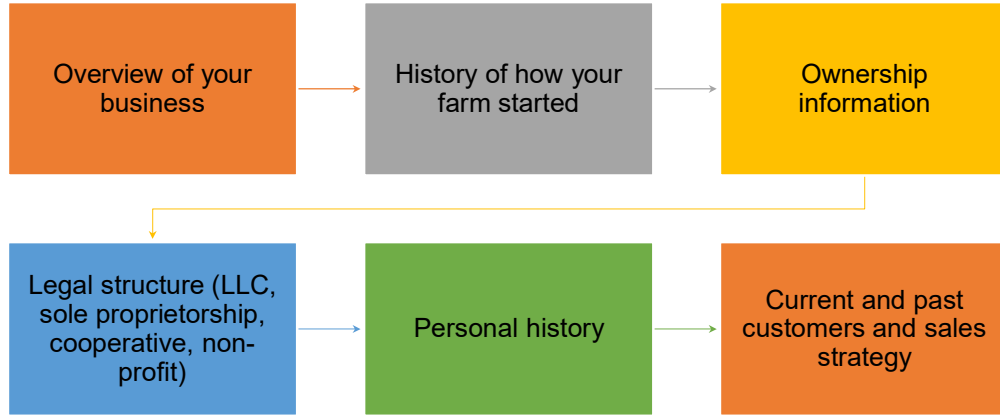
A typical business plan includes these main sections:

1. Cover Page
2. Table of Contents
3. Executive Summary
4. Business Description
5. Operations
6. Marketing Plan
7. Management and Organization
8. Financial Plan
9. Appendix



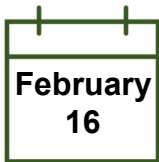


# Business description



# Operations

**Goal:** Explain how your business operates



Products you sell, licenses needed, customer service, quality control, equipment, and risk management



**Plans for expansion**  
(timeline, estimated project costs, and unforeseen obstacles)





# Marketing Plan

**Goal:** Describe your ideal customers and market trends

Customer location, demographic information, buying behavior

Problem your product or service solves

Market analysis

What makes you and your product unique?

February 9

# Management and Organization

**Goal:** Explain WHO runs the farm and their role

Your experience

Your partner's experience

Current employees

Plans to add employees

February 16

# Financial Plan



**Goal:** Identify specific potential financial problems and opportunities

## Balance Sheet

what the farm owns, and how they financed (liabilities or owner equity)

## Income Statement

measures profitability over a period of time

## Cash flow projections

series of monthly or quarterly budgets estimating cash receipts, cash payments, and the borrowing requirements



# Executive Summary

**Goal:** Quick overview of your business plan

- 2 to 3 pages
- Highlight the different sections of your plan
- Only the main details
- Write this section LAST

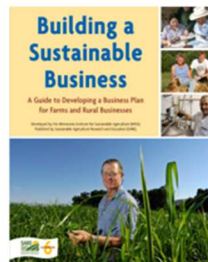


## Business Plan Resources



AgPlan is an easy business plan app that anyone can use.

<https://agplan.umn.edu/>



Sustainable Agriculture Research and Education

<https://www.sare.org/resources/building-a-sustainable-business/>



## Business Plan Resources



Interactive Map of Beginning Farmer Resources

[www.canr.msu.edu/organic\\_farmer\\_training\\_program/resources/map.html](http://www.canr.msu.edu/organic_farmer_training_program/resources/map.html)



Graduates gain a working knowledge of farm production, management, marketing, and business operations.

[www.canr.msu.edu/organic\\_farmer\\_training\\_program/](http://www.canr.msu.edu/organic_farmer_training_program/)





## Business Plan Resources



GROWING MICHIGAN'S GOOD FOOD FUTURE.

<https://migoodfoodfund.org/>



**Centro** - App for business planning on your phone (no cost)



Helping small and beginning farmers of all production styles obtain and maintain the resources they need

[www.greenstonefcs.com/resources/cultivategrowth](http://www.greenstonefcs.com/resources/cultivategrowth)



## Business Plan Resources

AgPlan

<https://agplan.umn.edu/>

SARE Building a Sustainable Business

<https://www.sare.org/resources/building-a-sustainable-business/>

Interactive Map of Beginning Farmer Resources

[www.canr.msu.edu/organic\\_farmer\\_training\\_program/resources/map.html](http://www.canr.msu.edu/organic_farmer_training_program/resources/map.html)

MSU Organic Farmer Training Program

[www.canr.msu.edu/organic\\_farmer\\_training\\_program/](http://www.canr.msu.edu/organic_farmer_training_program/)

Michigan Good Food Fund

<https://migoodfoodfund.org/>

CultivateGrowth

[www.greenstonefcs.com/resources/cultivategrowth](http://www.greenstonefcs.com/resources/cultivategrowth)

## MI AG IDEAS TO GROW WITH

JOIN US ONLINE!



Join three Farm Business Management sessions designed specifically for beginning farmers.

Wednesday, March 1

- 10 a.m. - *Turning Your Hobby Into a Business*

Wednesday, March 8

- 10 a.m. - *Gaining & Demonstrating Farm Management Experience - Tips for New Farm Managers*
- 1 p.m. - *Building the right Succession Plan for your Farm*

MICHIGAN STATE UNIVERSITY | Extension    [www.canr.msu.edu/miagideas](http://www.canr.msu.edu/miagideas)

## MI AG IDEAS TO GROW WITH

JOIN US ONLINE!



### Risk Management Options for MI Specialty Crop Growers

Learn the basics of crop insurance options for specialty crop producers and how its use can benefit your farm. Gain a better understanding of the differences between insurance policies, learn how each provides protection, and examine the advantages they offer.

Wednesday, March 1 at 9 a.m..

MICHIGAN STATE UNIVERSITY | Extension    [www.canr.msu.edu/miagideas](http://www.canr.msu.edu/miagideas)

Part of the *"Farm Business for Beginners"* track at MI Ag Ideas to Grow With conference and presented by:

Beginning Farmer

## DEMaND

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## Other upcoming events



Join Florencia Colella, Feb 3, **tomorrow!** 12 - 1:30 PM EST to learn about risk management



Michigan Food and Farming Systems (MIFFS) Conference Feb 25, Kalamazoo



Ready to sell to schools, hospitals, food banks? Attend Cultivate Michigan Marketplaces, March 6 - 23



## Guest Panelists



**Alex Ball**, Founder, Owner  
Old City Acres



**Mike Niesyto**, Regional Vice President  
GreenStone Farm Credit Services



**David Russ**, Farm Loan Chief  
Farm Service Agency



## Funding Your Farm Series

Continue to join us!

**Feb 9**, 6:30 PM - Marketing

**Feb 16**, 6:30 PM - HR / Operations

**Feb 23**, 6:30 PM - Financial

**March 2, 12 - 2 PM, Ypsilanti**

**Join us for an in-person event**

You can share your pitch with funders!

|Recordings will be sent via email after each session.|





## Session Evaluation

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