



Beginning Farm Start-Up Plan Template

Step 1) Brief **overview** of the farm - what will be grown, by whom, and where will the product(s) be sold, theoretically. Plus, some highlights of your relevant background and life experiences.

Step 2) Your **vision, mission statement**, and a few **goals** for Year 1 and Year 2

Step 3) Summarize your anticipated **production plan** - list the seasonal phases of your farm operation - (planting, breeding, birthing, weight gain, etc.)

Step 4) Take a stab at your farm enterprise **financial plan** including:

- A basic balance sheet
- A projected income statement with a written explanation of assumptions
- A table showing cash flow on the farm

Step 5) Explain your initial plans for **marketing** - who you would like to have as customers, who are your competitors, and how your farm product will be distinct enough.