**Headwaters Incubator Program Business Plan Template**

All prospective incubator farmers must provide a ***Farm Business Plan*** with their application packet. This will be a living document that is adjusted and refined each year you are in the farm incubator program and hopefully beyond. The questions below may be used as an outline and represent the minimum level of detail that must be included in your Farm Business Plan. Feel free to provide additional content as you see fit.

The following is a list of resources to help guide you through this process:

|  |  |
| --- | --- |
| **Local Organizations** | **Small Farm Development** |
| * [Mercy Corp NW](http://www.mercycorpsnw.org/resources/get-started/)
 | * [BeginningFarmers.org](http://www.beginningfarmers.org/farm-business-planning/)
 |
| * [Oregon Microenterprise Network](http://www.oregon-microbiz.org/resources/for-entrepreneurs/)
 | * [Building a Sustainable Business](http://www.misa.umn.edu/Publications/BuildingaSustainableBusiness/)
 |
| * [Oregon Small Business Development Center](http://www.bizcenter.org/)
 | * [NE Beginning Farmers Project](http://nebeginningfarmers.org/farmers/planning-2/business-plan-templates/)
 |
| * [Portland Score](http://www.scorepdx.org/counseling/)
 | * [Start2Farm](http://start2farm.gov/new-to-farming)
 |

**General**

1. What is the long-term vision for your farm business?
2. What do you see as your keys to success, and why are they important?
3. What type of farm business will you be (sole proprietorship, partnership, limited liability company, etc.)? Why have you chosen this type of business structure?
4. How many people would be part of this farm business? What is each person’s role and expected level of involvement?

**Production**

1. What farm products do you intend to grow/produce?
2. What are your estimated yields for the main crops this upcoming season?

**Marketing**

1. Where will you sell your products?
2. Do you have sales accounts established? If not, how will you access these markets?
3. How do you intend to set your pricing?
4. What do you see as your competitive advantage?

**Farm Management**

1. What is your pest management strategy?
2. What is your weed management strategy?
3. What is your soil fertility strategy?
4. Will you hire labor? If not, how will you keep up on farm work throughout the season? If so, how will you cover the cost of paying wages?

**Projection**

1. Where do you envision your business in five years?

**Budget**

1. What is your estimated gross income for this year? Please provide a basic breakdown of how you got that number.
2. Please provide a simple farm budget showing your expected expenses for the upcoming growing season (information on program costs can be found at: <http://emswcd.org/farm-incubator/incubator-program-info/incubator-program-costs/>). Feel free to use the format below or create your own.

*Example Budget:*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Topic** | **Category** | **Item** | **Description** | **Source** | **Cost** | **Count** | **Total Expense** |
| Production |  |  |  |  |  |  |  |
|  | Irrigation | Drip Tape | 1000’, 8 in emitter spacing, 10 mil | Dripworks | $120 | 4 | $480 |
|  |  | Main Line | 2” oval hose, 200’ length | Fishers Supply | $150 | 1 | $150 |
|  | Pest Management | Floating Row Cover | 12’ x 300’, rated 19 | OBC | $200 | 1 | $200 |
|  |  | Surround | 50lb bag | OBC | $30 | 2 | $60 |
|  | Seeds | Various | Carrots, beets… | Johnny’s, Osborn, Turtle tree | $300 | 1 | $300 |
| ***Sub Total*** |  |  |  |  |  |  | ***$1190*** |
| Marketing |  |  |  |  |  |  |  |
|  | Farmers Market | Canopy | 10’ x 10’ caravan canopy | Online | $400 | 1 | $400 |
|  |  | Tables | 3’ x 6’ folding tables | Costco | $50 | 3 | $150 |
|  |  | Sign | 2’ x 5’ vinyl sign | Fast Signs | $135 | 1 | $135 |
|  | Advertising | Business Cards | 1000 cards printed | Anders | $99 | 1 | $99 |
|  |  | Logo Design | Self-designed | n/a | - | - | - |
| ***Sub Total*** |  |  |  |  |  |  | ***$784*** |

Other categories could include: transportation, labor, insurance, program costs, weed management, and various others based on your specific business plan. Remember, a good simple budget is one that reflects your proposed business.