

# Your Farm is a Business



## Planning for Your Business and Making a Profit

# What is Profit?



Income

–

Expenses

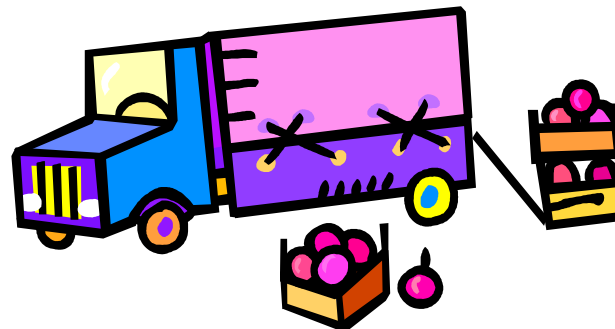
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Profit



# Income

- Money you make from sales of produce



# Expenses

- Costs and purchases you need for your farm



# Profit

- This is how much you are left with

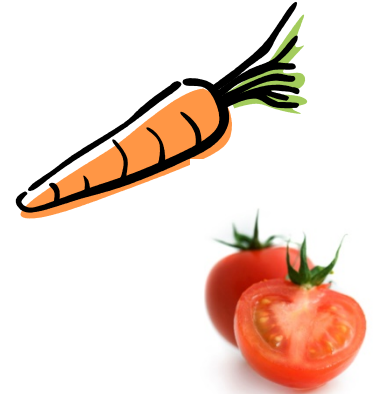


# How Do I Make Profit?

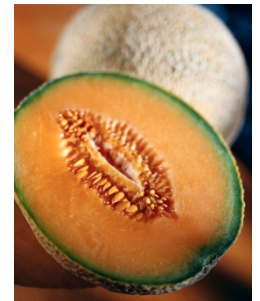
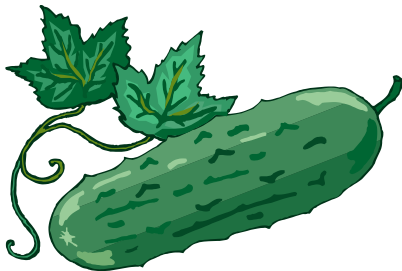
- Know your customers! What do they want to buy?
- Create a marketing plan (review marketing options).
- Then create a farm plan; plant what you will need.
- Choose crops that you know you can sell.
- Choose crops you have space to grow.
- Understand what expenses you will have.
- Extend the growing season.

# 75/25 Rule

- 75 % of your farm should be planted in high value crops.



- 25% of your should be planted in lower value crops.





# Niche and Specialty Crops

- Find a unique crop to grow
- Find a unique way of marketing something



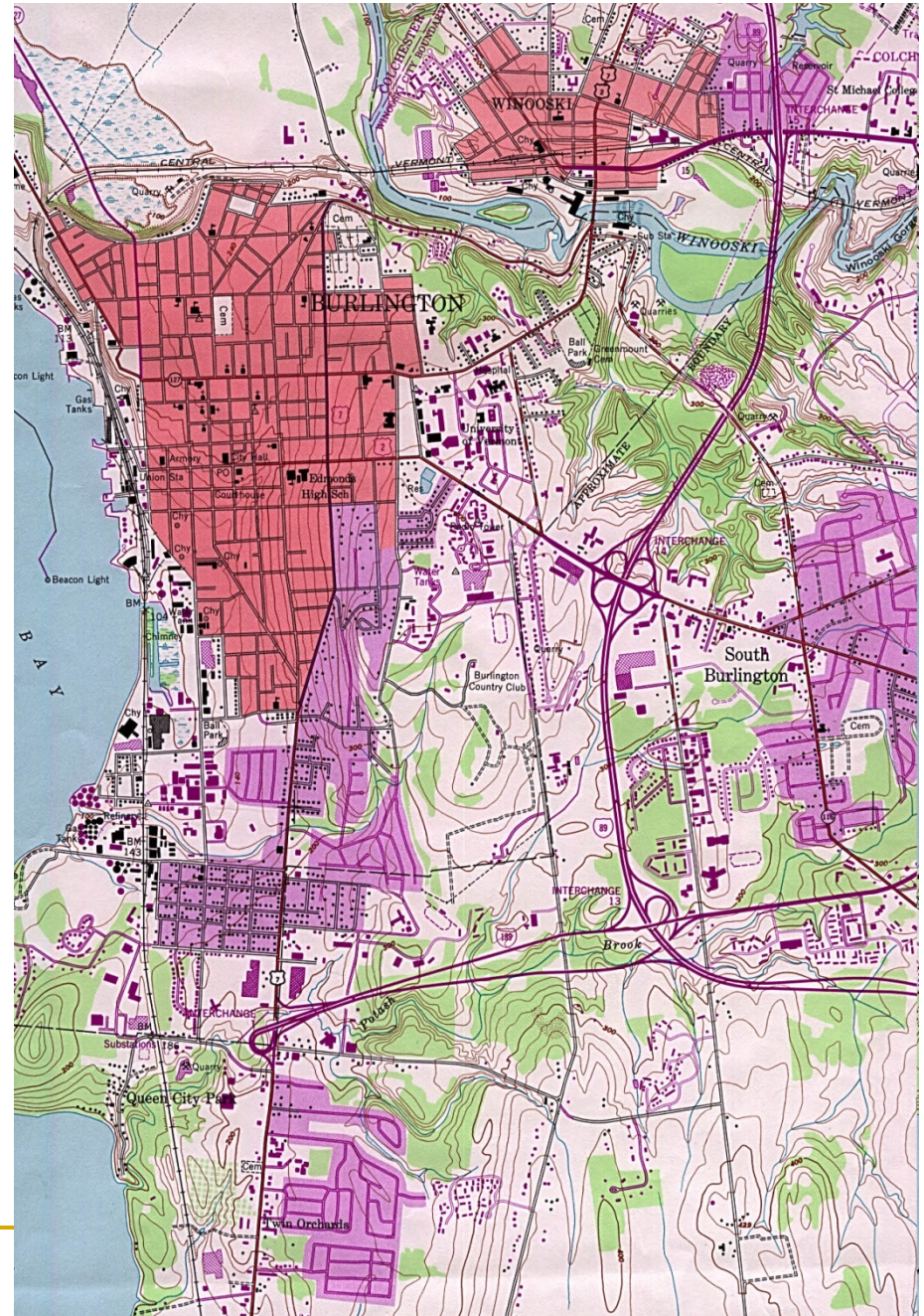


# What is a business plan?

A business plan is like a map, or instructions for your business.

It gives you instructions on how to make money and how much money to expect.

It tells the story of your business.



# Who creates your business plan?

YOU!

# But get advice!

- Your Teachers
- Microenterprise program at LSS
- Friends
- Business Owners

# Why is a business plan important?

- It helps you think things through and make sure your business will be good for your life.
- Give you a plan of what to grow and where to sell BEFORE you plant.
- Gives you an idea of the money you need to start your business, and if you make money at the end.
- It tells you what to do at each stage- both on the farm and selling.
- You need a business plan to get a loan for your business.





# Your Farm Plan Should Include:

- Who You Are
- What Your Business Is
- Your Business Expenses
- Where and What You Sell
- How Much You Sell It For
- How Much Money You Will Likely Make
- Who Your Competition Is
- How Are You Better Than Your Competition
- Your Farm Plan



Farmers' Market



Wholesale



Freshest, Ripest Tomato

# Let's Write A Business Plan





# Who Are You and What Is Your Business?

I am Hawa.



My business is a farm.



# I Sell at the Old North End Farmers' Market



## And to Jack's Market

**I sell**

Tomatoes to Jack's Market



Scallions to  
Jack's Market



Winter squash at  
the Farmers Market



Bottle gourds at the Farmers  
Market



**I will sell these four vegetables for this much money:**



**\$2.00 / lb**



**\$3.00  
each**



**\$1.00/bunch**



**\$2.50  
each**

# I will make this much money



Sell 50 lb of tomatoes at \$2.00/lb is \$100.



Sell 75 bunches of 10 scallions for \$1.00 each is \$75.



Sell 25 winter squashes for \$2.50 each is \$62.50.

Sell 35 bottle gourds for \$3.00 each is \$105.





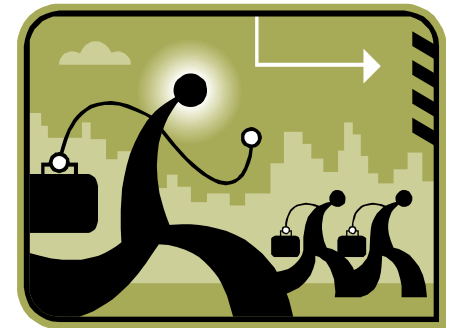
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# TOTAL

**\$342.50**


# My competition is

- Other refugee farmers selling at the ONE Market
- Other farmers selling at the ONE market
- Other farmers markets nearby
- Other farmers selling to Jack's Market
- Supermarkets
















# I am better than the competition because:



- I am growing bottle gourds, which no one else will be selling at my market and which are not available at supermarkets.
- I am friendly at the market. 
- I give out free samples of cooked gourd that are very delicious and people want to buy them.
- I sell things to Jack's Market that no one else is selling to him.



8 meters (or 25 feet) squared

	tomatoes	greens	
	scallions	potatoes	
	winter squash		
	winter squash		
	bottle gourds	okra	
Cabbage		watermelon	
		eggplant	
		pepper	

## Farm Plan

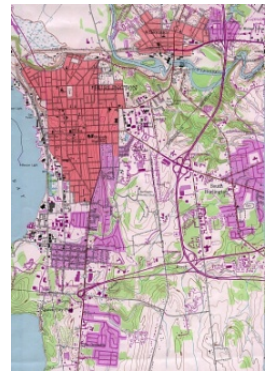
How many bed feet of which plants

Matches up with numbers of vegetables Hawa wants to sell at market

Leaves room for other crops she wants for herself and her family

# Review

- Profit is money you take home after your expenses.
- Know your customers and plan to sell products they want.
- Plant products that make money.
- Business Plan is like a road map. It should help you get from HERE to THERE.
- Be clear, concise, focused and realistic.







A Winter Training Course  
for New Americans