

# BUSINESS PLAN GUIDE

*The First Step To Success*







## THIS PLAN HAS BEEN CREATED FOR:

Name: \_\_\_\_\_

Farm Name: \_\_\_\_\_

Date: \_\_\_\_\_

Important Notes: \_\_\_\_\_

---

---

---

---

---

---

---



## THE PURPOSE OF YOUR BUSINESS PLAN:

Developing a business plan is an important first step to success for any size business - no matter how simple or complex. A comprehensive business plan is your operation's roadmap from where you are to where you want to be. This guide will help direct you as you identify financial and operational goals, and measures of success along the way.

## WHAT YOUR PLAN MAY INCLUDE:

- Operation Mission, Vision and Goals
- Current Assets and Liabilities
- Expected Income and Business and Family Expenses
- Production Expectations and Marketing Plan

## WHY YOU NEED A FARM BUSINESS PLAN

- **Organization** - A structured plan can help you prioritize tasks, allocate resources efficiently, and anticipate challenges before they arise.
- **Guidance** - Understand where you've been and where you'd like to go. Completing a business plan, and keeping it updated, can help you see progress from year-to-year.
- **Growth** - A business plan is an important element of applying for a loan from the Farm Service Agency (FSA).

## BUILDING A FARM BUSINESS PLAN:

There are many different styles and ways to create a business plan. This guide was created to help simplify the process. As you begin to answer the following questions, keep in mind that you can submit this as your business plan when applying for an FSA loan; however, additional information or detail may be necessary.

## LET'S GET STARTED:

### Section 1 - Business Background

1. Are you starting a new farm or ranch, or are you already in business?
  - Beginning Farmer or Rancher ( $\leq 10$  years in operation)
  - $\geq 10$  years in operation
  
2. What do you produce?
  - Corn    Alfalfa    Dairy Cattle & Calves    Hay
  - Soybeans    Almonds    Feedlot Cattle & Calves
  - Grapes    Horses    Ranch Cattle & Calves
  - Timber    Wheat    Other: \_\_\_\_\_
  
3. What is the size of your operation?
  - $\leq 100$  Acres
  - 100-500 Acres
  - 500-1,000 Acres
  - 1,000-2,500 Acres
  - 2,500-5,000 Acres
  - 5,000-10,000 Acres
  - $\geq 10,000$  Acres
  
4. What is the ownership structure of your business?
  - Sole Proprietorship
  - Partnership
  - Corporation
  - Trust
  - Limited Liability Company
  - Other: \_\_\_\_\_



5. If your business is an entity, are any of its members an entity?

- Yes    No

If yes, please explain: \_\_\_\_\_  
\_\_\_\_\_

6. What agricultural production and financial management training or experience do you, your family members, or your business partners have?


\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_


7. How long have you been in business? \_\_\_\_\_



## TIPS ON GOAL SETTING:

Goals address the who & what of your vision for your operation - not the how.

 Short-term Goal Example:  
Generate enough farm profit to cover feed and labor costs for the year.

 Long-term Goal Example:  
Operation expansion of 1,000 head/cattle by year five (5).

### Section 2 - Business Goals

1. How do you plan to start, expand, or change your operation?

---

---

---

2. What plans do you have to make your operation more efficient or profitable?

---

---

---

3. What type of farm or ranch model (conventional, sustainable, organic, or alternative agricultural practices) do you plan to use?

---

---

---

Other notes:

---

---

4. What short and long-term goals do you have for your operation?

Short-term goals (1-5 years)

1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Long- term goals (5-10+ years)

1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Section 3 - Operation

1. What resources do you have, or will you need, for your business?

---

---

---

2. Is the equipment and real estate that you own or rent adequate to conduct your operation? If not, how do you plan to address these needs?

---

---

---

3. What additional resources do you need?

---

---

---

### AVAILABLE RESOURCES:



Customer Events: AgFi, and its sister companies and partners, frequently offer free online resources, events, and tools to farmers to stay connected to what's happening in the market.



Local Extension: Educational classes and materials may be offered to producers through local extension offices.

[www.cgb-agfi.com](http://www.cgb-agfi.com)



4. What help will you have operating and managing your farm or ranch?

---

---

---

5. What other resources (i.e. mentor, community-based organization, etc.) do you plan to use?

---

---

---

6. Will the income you generate be sufficient to pay your operating expenses, living expenses, and loan payments?

---

---

---

7. What crops, livestock, or other products do you plan to sell?

---

---

---

8. How will you market your products?

---

---

---



9. What resources do you plan to use to help estimate yields and prices for your income?

---

---

---

10. What other sources of income are available to supplement your business income?

---

---

---

11. What business expenses will you incur?

---

---

---

12. What family living expenses do you pay?

---

---

---

13. How will you measure the success of your business?

---

---

---

# CREATING YOUR OPERATION'S MISSION STATEMENT AND VISION:

## What is a Mission Statement?

A mission statement combines your business values, vision, and goals into a statement to describe why your business exists.

## Examples of a Mission Statement:

- *“\_\_\_\_\_ farms is a fourth generation, family-owned farm, dedicated to producing the highest quality grain. We strive to efficiently produce high yields by using sustainable practices and managing revenue to ensure the future succession of our family operation.”*
- *“Our family farm exists to sustainably cultivate the land, providing nourishing high-quality produce to our community, while fostering a sense of connection and stewardship for the environment.”*

## Questions to Help You Build Your Mission Statement:

1. Why does our farm/business exist?

---

---

---

2. What is the purpose of this farm/business?

---

---

---

3. Who do you serve/sell products to?

---

---

---



4. Describe the quality of your service you want to provide.

---

---

---

5. How do you differ from your competitors?

---

---

---

### Example Answers:

1. Why does our farm/business exist?

*Our farm exists to practice sustainable agriculture and provide fresh, nutritious food to our community.*

2. What is the purpose of this farm/business?

*Our farm's purpose is to model sustainable farming practices while supplying wholesome produce.*

3. Who do you serve/sell products to?

*We serve individuals, families, restaurants, and local businesses who value fresh, organic produce.*

4. Describe the quality of your service you want to provide.

*We prioritize organic methods, sustainability, and freshness in every crop we grow.*

5. How do you differ from your competitors?

*We stand out with our commitment to sustainability, community engagement, and unique produce varieties.*

**Build Your Mission Statement:**

---

---

---

---

---

---

---

---

---

---



## **Farm/Business Vision:**

Take some time to establish the vision of your farm/business. This vision should describe what you desire to see on your farm in one, five, ten (or more) years. Use the following questions to help craft your vision.

## **Questions to Help You Build Your Mission Statement:**

*In one, five, ten, or more years...*

1. What do we want our farm/business to look like?

---

---

---

2. Who are our customers and where are we marketing our products?

---

---

---

3. What does growth look like for the operation?

---

---

---

4. How will we meet the goals we have set for our operation?

---

---

---

**Example Answers:**

- 1. What do we want our farm/business to look like?

*We want our farm to last, supporting generations for as long as our family is able.*

- 2. Who are our customers and where are we marketing our products?

*Our customers are local families who appreciate locally-grown produce and meat and have the ability to pay a premium for organic, locally-sourced food.*

- 3. What does growth look like for the operation?

*Our gross revenue goal is to exceed \$1,000,000 in sales through our farm shop in five years.*

- 4. How will we meet the goals we have set for our operation?

*We will do quarterly reviews of financial statements, subscribe to local auction/sale periodicals, and obtain approval for a line of credit to be able to move quickly on acquisitions.*

**Build Your Farm/Business Vision Statement:**

---

---

---

---

---

---

---

---

---

---



**As always, your AgFi Regional Sales Officer is happy to assist in building out your farming operation's business plan. If you aren't yet connected with your local ag finance expert, scan the QR code or visit us at:**

<https://www.cgb-agfi.com/Get-Started-Now>



All Offers to lend are subject to approval. NMLS #1472  
The completion of this Business Plan Guide does not guarantee approval of any financial offering made available through CGB AgriFinancial. While completing a business plan may be required to obtain certain financial products, this document is not affiliated with any CGB AgriFinancial's investors nor servicing partners, including but not limited to Garmer Mac (FAMC), Farm Service Agency (FSA), and the United State Department of Agriculture (USDA). Further alteration, additions, and/or documentation may be required through the approval process.



2209 River Rd.  
Louisville, KY 40206  
Phone: 877.548.2622  
[www.cgb-agfi.com](http://www.cgb-agfi.com)