Section 4.1
Business Development
Resources

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Western SARE

- Sustainable Ag Research and Education Program publishes:
  "Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses"
- How to develop a detailed, lender-ready business plan or map out ways to take advantage of new opportunities
- September 2003, 280 pages
Western SARE

- Western SARE funded project, in conjunction with USDA NRCS, Wyoming Cooperative Extension and other Partners, produced:
  
  “Agricultural Enterprise Diversification Resource Guide”

- Educational materials, forms and fact sheets for producers & professionals on ag. enterprise diversification

- Available from Boyd Byelich, USDA NRCS, 307.772.2015 or Boyd.Byelich@wy.usda.gov
Cornell University's Community, Food and Agriculture Program:

“Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises.”

- Has chapters on setting goals, assessing markets, production feasibility and financial feasibility
- 1988, 88 pages, $8.00
Appropriate Technology Transfer for Rural Areas, by Preston Sullivan & Lane Greer:
“Evaluating a Rural Enterprise: Marketing & Business Guide”
How to assess personal and family objectives; developing a business plan, a financial plan, and a marketing plan
May 2002, 12 pages
Available at http://www.attra.org/attra-pub/evalrural.html
Business Owners' Toolkit

• Web site includes:
  
  ▶ **Small business guide**: planning & starting a business, financing, marketing, government contracts, human resources, taxes, protecting assets, exiting a business
  
  ▶ **Small business tools**: model business documents, financial spreadsheet templates, checklists, official government forms

U.S. Small Business Administration

- Web site and online curriculum, includes:
  - Start-up guide: business planning, financing, marketing, employees, taxes, legal aspects, special interests
    http://www.sbaonline.sba.gov/starting_business/startup/guide.html
  - Fact sheet library:
    http://www.sba.gov/library/pubs.html
NxLeveL Training

- Course aimed at individuals who have started or are thinking about starting an agricultural based venture that is not tied to large scale, commodity-style production
- 36-hour, 10-session in-classroom course
- Uses “Tilling the Soil of Opportunity” curriculum
- Expensive; must be ordered, not available online
- http://nebraskaedge.unl.edu/agcourse.htm
Agricultural Management E-School (AMES)

- Mission of AMES is to extend management education to agricultural producers, educators and service providers
- Has in-depth self-study courses and resource centers addressing topics such as strategic management for farm families, financial decision making & human resource management
- Web site offers course catalog & descriptions: http://www.extension.iastate.edu/ames/