

Section 4.1

Business Development

Resources



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Western SARE

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- 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
 - <http://www.sare.org/htdocs/events/pr/sep2003.htm>




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

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- 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
 - http://www.cals.cornell.edu/agfoodcommunity/afs_temp3.cfm?topicID=137



ATTRA



- 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/attrapub/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
- <http://www.toolkit.cch.com/>



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>



NxLevelL 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/>