



# Practical Farmers of Iowa

## Beginning Farmer Resource Guide to Business Planning

6/2/2011

### Online

Name	Description	Contact	Website
<i>Ag Decision Maker by Iowa State University Extension</i>	<i>Decision Aids to help plan your enterprise</i>	<i>agdm@iastate.edu</i>	<i>http://www.extension.iastate.edu/agdm/decisionaids.html</i>
<i>Ag Decision Maker</i>	Create Your Own Business Plan	Ann Johanss, (641) 732-5574, aholste@iastate.edu	http://www.extension.iastate.edu/agdm/wholefarm/html/c5-69g.html
<i>Ag Decision Maker</i>	Feasibility Studies	(641) 423-0844, mclause@iastate.edu	http://www.extension.iastate.edu/agdm/wholefarm/html/c5-65.html
<i>Agricultural Marketing Resource Center by Iowa State University Extension</i>	Business Plans, markets, production data, processors, value-added and more	http://www.agmrc.org/contact_us/	http://www.agmrc.org/
<i>Myentre.net by University of Northern Iowa</i>	An online community of entrepreneurs; free webinars, capital access resources, tips, etc. Connections! by Myentre.net is a searchable database of programs, people, and events for entrepreneurs.	Maureen Collins-Williams (319) 273-4333, Maureen.Collins-Williams@uni.edu	www.myentre.net Connections: http://www.myentre.net/Help/Connections/tabid/232/default.aspx
<i>National Sustainable Agriculture Information Service by National Center for Appropriate Technology (NCAT)</i>	Agricultural Business Planning Templates and Resources Business and Marketing Resource List		http://www.attra.org/attra-pub/agriculture_planning.html
<i>Sustainable Agriculture Research and Education (SARE)</i>	Strategic Farm Planning and Marketing Online Course	http://www.southernsare.org/Contact-Southern-SARE	http://www.sare.org/Learning-Center/Courses-and-Curricula/National-Continuing-Education-Program/Course-2.-Strategic-Farm-Ranch-Planning-and-Marketing
<i>Value-added Agriculture, Iowa State University Extension</i>	Business Description examples and details	(515) 294-9483 lanim@iastate.edu	http://www.extension.iastate.edu/NR/exeres/B082E771-D01E-4A8B-B68D-2548221EF6CC.htm

Small Business Administration	The essential elements of a good business plan	<a href="http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/writing-business-plan/essential-elements-good-business">http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/writing-business-plan/essential-elements-good-business</a>
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## Software

Name	Description	Contact	Website
<i>Business Plan Pro - business planning software</i>	Software helps many beginners keep budgeting data together in an easy to follow format. Cost is about \$200.00	(800) 229-7526 sales@paltoalto.com	<a href="http://www.businessplanpro.com">www.businessplanpro.com</a>
<i>AgPlan, Center for Farm Financial Management, University of Minnesota</i>	AgPlan is free of charge for anyone to use individually or in educational programs. Each business type has an outline designed specifically for that particular type of business, tips or questions that help you develop each section of the plan, sample business plans, and links to additional resources for each section of the plan.	(612) 625-1964, cffm@umn.edu	<a href="http://www.cffm.umn.edu/products/AgPlan.aspx">http://www.cffm.umn.edu/products/AgPlan.aspx</a>

## Consultants

Name	Description	Contact	Website
<i>Andy Larson, Small Farms Specialist - ISU Extension</i>	Business planning, consultations	allarso1@iastate.edu	<a href="http://www.extension.iastate.edu/vpnews/articles/2008/10smallfarms.htm">http://www.extension.iastate.edu/vpnews/articles/2008/10smallfarms.htm</a>
<i>Dave Baker, Beginning Farmer Center - ISU Extension</i>	Farm transitions, Farm-On Program, business planning	515-252-7801 or 877-BFC-1999 baker@iastate.edu	<a href="http://www.extension.iastate.edu/bfc">www.extension.iastate.edu/bfc</a>
<i>Kent Vickre, Iowa Farm Business Association</i>	They manage/market PC MARS (Monthly Accounting Record System), a user friendly accounting system with multiple enterprise capability, and multiple bank accounts, labor accounting, and more	515-233-5802 kvickre@iowafarmbusiness.org	<a href="http://www.iowafarmbusiness.org/">http://www.iowafarmbusiness.org/</a>
<i>Small Business Development Centers (SBDC)</i>	Free consulting about business management, business planning, available in all parts of the state	(515) 294-2030 iowasbdc@iastate.edu	<a href="http://www.iowasbdc.org/">http://www.iowasbdc.org/</a>
<i>SCORE Counselors to America's Small Business</i>	Access mentors for your small business; searchable database of resources, tools, workshops, network with small business people	Ten offices around Iowa. Find the one nearest you on their website	<a href="http://www.score.org">http://www.score.org</a>
<i>Kelvin Leibold, Farm and Ag Business Management Specialist, Hardin County Extension Office</i>	Focusing on conventional farm transitions, beginning farmers, and business planning	524 Lawler St. Iowa Falls, Iowa 50126 (641) 648-4850, kleibold@iastate.edu	<a href="http://www.iastate.extension.edu">www.iastate.extension.edu</a>

<i>Value Added Agriculture, Iowa State University Extension</i>	The Value Added Agriculture Program (VAAP) provides unbiased, science-based information to help establish or expand agricultural-related businesses in Iowa. Whether it's a new start-up, or an established business wanting to expand, the VAAP works directly with the owners of the business.	(515) 294-3890, hansenr@iastate.edu, (515) 294-8946, lnaeve@iastate.edu	<a href="http://www.extension.iastate.edu/valuedadag/info/businessconsulting.htm">http://www.extension.iastate.edu/valuedadag/info/businessconsulting.htm</a>
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## Workshops/Trainings

<b>Name</b>	<b>Description</b>	<b>Contact</b>	<b>Website</b>
<i>FastTrac® Kauffman Center for Entrepreneurship, Kansas City, MO</i>	Ten week program for business planning - 3.5 hours per week, very interactive, lots of dialogue, teaching how to talk the language of business, ask better questions of lawyer, banker, or CPA.	Tim Putnam, (641) 422-4111, putnatim@niacc.edu	<a href="http://fasttrac.org/">http://fasttrac.org/</a>
<i>Grow Your Small Market Farm</i>	<i>Business planning course</i> - The Grow Your Small Market Farm™ is designed to help agricultural entrepreneurs with business tasks, including writing a business plan, developing financial planning skills and learning about specialty food marketing.	Penny Brown-Huber, (515) 232-1344, BrownPennyL@aol.com	<a href="http://www.growmarketfarm.com">www.growmarketfarm.com</a>
<i>Farm Beginnings by the Land Stewardship Project</i>	Farm business planning workshop offered in Wisconsin, Illinois, and Minnesota	Aimee Finley 507-523-3366 aimee@landstewardshipproject.org	<a href="http://www.landstewardshipproject.org/farmbeg.html">http://www.landstewardshipproject.org/farmbeg.html</a>
<i>Trainings by Holistic Management International, and individual Certified Holistic Management Educator trainings</i>	Whole Enterprise Master Planning – A comprehensive, whole-farm or ranch stewardship plan, based on Holistic Management principals, that encompasses all aspects of the operation. HMI can work with you or your staff to create a Holisticplan that provides the long-range vision, goals and implementation plans to ensure sustainability of your operation, far into the future.	Ann Adams, (505) 842-5252, hmi@holisticmanagement.org	<a href="http://www.holisticmanagement.org/">http://www.holisticmanagement.org/</a>

## Publications/Books

<b>Name and Author</b>	<b>Description</b>	<b>Contact</b>	<b>Website</b>
<i>Building A Sustainable Business by the Minnesota Institute of Sustainable Agriculture (MISA)</i>	A business planning workbook; has worksheets, budgets, sample narrative plans, values, vision, goals, and mission. <b>Free of charge</b> from <i>Practical Farmers of Iowa</i> for SIP recipients and beginning farmers!	Minnesota Institute of Sustainable Agriculture (MISA) (612) 625-8235 misamail@umn.edu	<a href="http://www.misa.umn.edu/Publications/BuildingaSustainableBusiness/">http://www.misa.umn.edu/Publications/BuildingaSustainableBusiness/</a>
<i>Create your own Business Plan by Hofstrand, Don</i>	Ag Decision Maker Business Plan Document File C5-69	Don Hofstrand, (641) 423-0844, dhof@iastate.edu	<a href="http://www.extension.iastate.edu/agdm">www.extension.iastate.edu/agdm</a>

<i>How to Write a Great Business Plan</i> by UNI Pappajohn Entrepreneurship Center	See outline for the components needed for a strong business plan.	(319) 273-5732 <a href="mailto:jpec@uni.edu">jpec@uni.edu</a>	<a href="http://www.jpec.org/handouts/jpec62.pdf">www.jpec.org/handouts/jpec62.pdf</a>
<i>Organic Farmers Business Handbook: A Complete Guide to Managing Finances, Crops, and Staff—and Making a Profit</i> by Wiswall, Richard	Excellent resource for planning profitability into your farm. Includes detailed budgets of production for diverse crops	Chelsea Green Publishing	<a href="http://www.chelseagreen.com/">http://www.chelseagreen.com/</a>
<i>The E-Myth</i> by Gerber, Michael E.	Michael Gerber walks you through the steps in the life of a business from entrepreneurial infancy, through adolescent growing pains, to the mature entrepreneurial perspective, the guiding light of all businesses that succeed. He then shows how to apply the lessons of franchising to any business whether or not it is a franchise. Finally, Gerber draws the vital, often overlooked distinction between working on your business and working in your business.	HarperCollins Publishers, Inc	<a href="http://www.e-myth.com">www.e-myth.com</a>
<i>Whole-Farm Planning, Ecological Imperatives, Personal Values, and Economics</i> by Henderson, Elizabeth and North, Karl	Northeast Organic Farming Association publication presents a helpful framework for ecology, community, and quality of life on the farm.	Chelsea Green Publishing	<a href="http://www.chelseagreen.com/bookstore/item/wholefarm_planning:paperback">http://www.chelseagreen.com/bookstore/item/wholefarm_planning:paperback</a>

## Supporting Organizations

<b>Name</b>	<b>Description</b>	<b>Contact</b>	<b>Website</b>
<i>Angelic Organics Learning Center</i>	Serving farmers in southern Wisconsin and northern Illinois, offering Stateline Farm Beginnings and CRAFT (Collaborative Regional Alliance for Farmer Training)	Sheri Doyel, (815) 389-8455, <a href="mailto:craft@learngrowconnect.org">craft@learngrowconnect.org</a>	<a href="http://www.learngrowconnect.org/farmer">www.learngrowconnect.org/farmer</a>
<i>Practical Farmers of Iowa</i>	Savings Incentive Program (SIP) provides \$1 for \$1 savings match for beginning farmers! Mentor match, regular check-ins to complete/maintain business plan and networking with farmers. Savings match up to \$2,400 to buy a farm asset (land, machinery, or livestock). In addition to SIP, PFI organizes farminars, field days, workshops, retreats, and articles to help beginning farmers succeed	(515) 232-5661, <a href="mailto:luke@practicalfarmers.org">luke@practicalfarmers.org</a>	<a href="http://www.practicalfarmers.org/farminar">www.practicalfarmers.org/farminar</a>
<i>John Pappajohn Entrepreneurial Center University of Northern Iowa</i>	Works with students and also members of the community	Katherine Cota-Uyar (319) 273-5732 <a href="mailto:katherine.cota@uni.edu">katherine.cota@uni.edu</a>	<a href="http://www.jpec.org">www.jpec.org</a>
<i>John Pappajohn Entrepreneurial Center University of Iowa</i>	The Center focuses on U of Iowa students, but Paul Heath works with members of the community outside of school.	Paul Heath (319) 335-3742 <a href="mailto:paul-heath@uiowa.edu">paul-heath@uiowa.edu</a>	<a href="http://www.iowajpec.org">www.iowajpec.org</a>

<i>John Pappajohn Entrepreneurial Center Iowa State University</i>	Offers Smart Start, a two-hour workshop designed for anyone who is considering starting a business. You will learn how to create a business plan, do market research, evaluate demand and business strength, consider different types of business ownership, and how to register your business. \$25.00 per person call: 515-296-7828 to register	Helena Poist (515) 296-7828 helenap@iastate.edu	www.isupjcenter.org
<i>John Pappajohn Entrepreneurial Center Northern Iowa Area Community College</i>	Offers FastTrac® Kauffman Center for Entrepreneurship out of Kansas City, MO 10-weeks program for business planning - 3.5 hours per week, very interactive, lots of dialogue, teaching how to talk the language of business, ask better questions of lawyer, banker, or CPA. \$500.00 each student.	Tim Putnam (641) 422-4111 putnatim@niacc.edu	www.niacc.com/pappajohn
<i>UNI Regional Business Center</i>	UNI Entrepreneurship Outreach	Maureen Collins-Williams, (319) 273-4327, Maureen.Collins-Williams@uni.edu	www.myentre.net

## Components

### Financials

<b>Name</b>	<b>Description</b>	<b>Contact</b>	<b>Website</b>
<i>Farm Financial Standards Council</i>	To create and promote uniformity and integrity in financial reporting and analysis for agricultural producers. Helpful ratios to guide the health of your developing business.	Carroll Merry, (262) 253-6902, cmerry@countryside-marketing.com	www.ffsc.org

## Enterprise-specific resources

### Vegetables

<b>Name</b>	<b>Description</b>	<b>Contact</b>	<b>Website</b>
<i>Sustainable Vegetable Production from Start-up to Market by Grubinger, Vern</i>	Successful vegetable farmers do much more than produce vegetables; they also manage money, people, and natural resources effectively. For aspiring and beginning vegetable growers, experienced growers, extension personnel, classroom educators, and serious gardeners, this book introduces the full range of processes for moderate-scale vegetable production using ecological practices that minimize the need for synthetic inputs and maximize stewardship of resources.	Natural Resource, Agriculture, and Engineering Service (NRAES)	http://www.nraes.org/publications/nraes104.html
<i>Beginning Grower Schools by Center for Integrated Agricultural Systems at University of Wisconsin-Madison</i>	The Wisconsin School for Beginning Market Growers is a three-day survey course that aims to give students a realistic picture of what it takes to run a successful small-scale produce operation.	John Hendrickson (608) 265-3704, jhendric@wisc.edu	http://www.cias.wisc.edu/category/education-and-training/school-for-beginning-market-growers/

<i>Sustainable Vegetable Production from Start-up to Market by Grubinger, Vern</i>	Successful vegetable farmers do much more than produce vegetables; they also manage money, people, and natural resources effectively. For aspiring and beginning vegetable growers, experienced growers, extension personnel, classroom educators, and serious gardeners, this book introduces the full range of processes for moderate-scale vegetable production using ecological practices that minimize the need for synthetic inputs and maximize stewardship of resources.	Natural Resource, Agriculture, and Engineering Service (NRAES)	<a href="http://www.nraes.org/publications/nraes104.html">http://www.nraes.org/publications/nraes104.html</a>
<i>Grower to Grower: Creating a livelihood on a fresh market vegetable farm by Hendrickson, John</i>	See survey results on net income ratios for profitability of Market Gardens (0.5-2.7 ac.), Market Farms (3-12 ac.), Vegetable Farms (>12 to 80 ac.)	John Hendrickson (608) 265-3704, <a href="mailto:jhendric@wisc.edu">jhendric@wisc.edu</a>	<a href="http://www.cias.wisc.edu/">http://www.cias.wisc.edu/</a>
<i>VeggieCompass by University of Wisconsin</i>	Helps fresh market vegetable growers with detailing costs of production, setting prices, and measuring profitability across all their crops and all their markets. Better suited to more experienced growers, it is a tool that would help beginning growers make sure they are accounting for all costs and tracking profitability.	Paul Mitchell <a href="mailto:pdmitchell@wisc.edu">pdmitchell@wisc.edu</a> .	scheduled May 21, 2011 from 2:00 PM to 6:00 PM
<i>Vegetable farmers and their weed control machines by U of VT and U of MA Extension</i>	A fascinating look into the different scales and mechanization options for organic vegetable production.	<a href="http://www.uvm.edu/vtvegandberry/Videos/videoorderform.html">http://www.uvm.edu/vtvegandberry/Videos/videoorderform.html</a>	<a href="http://www.uvm.edu/vtvegandberry/Videos/weedvideo.htm">www.uvm.edu/vtvegandberry/Videos/weedvideo.htm</a>

<b>Poultry</b>			
<b>Name</b>	<b>Description</b>	<b>Contact</b>	<b>Website</b>
<i>Growing your range poultry business: An Entrepreneuers Toolkit by ATTRA</i>	Great guidelines on what to think about with business planning and production.	Ann Fanatico, (828)262-6813 <a href="mailto:fanaticoac@appstate.edu">fanaticoac@appstate.edu</a>	<a href="http://attra.ncat.org/attra-pub/PDF/poultrytoolbox.pdf">http://attra.ncat.org/attra-pub/PDF/poultrytoolbox.pdf</a>

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