

Cover Letter:

Describe your interest in tenancy at the Somers Farm & Prairie, including your proposed farming enterprise. Address your vision for agricultural production and profitability, in addition to land stewardship. Please describe your qualifications, including farming experience, training and resources.

BUSINESS PLAN

FOR ENTERPRISES AT THE SOMERS FARM & PRAIRIE

Contact Information

Company Name

Preparers Name

Address Line 1

Address Line 2

Phone

Email

Website (If Applicable)

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Executive Summary

Please provide an overview of the following business plan.

Company Description

Please complete each section of the company description.

Company Name:

Type of Ownership:

Mission Statement:

Company Organization and Employees:

Objectives:

Strategies:

Business Partnerships:

Core Competencies:

Please include professional references:

1. Name

Address or email

Phone number

2. Name

Address or email

Phone number

Please also include personal references:

1. Name

Address or email

Phone number

2. Name

Address or email

Phone number

Products, Production and Marketing

In this section, please explain the products or services offered by your farm enterprise, your production process from start to finish, and your strategy for sales and distribution, including pricing, targeted buyers and markets, the requirements for or barriers to reaching these buyers.

Describe your product (s). How do you price your product? In what quantity do you sell or plan to sell?

Describe your production process, from inputs to finished product.

Do you have a plan to scale up your business? What is the ideal size for your operation?

Describe your targeted or existing buyers. Are there certain requirements for reaching these buyers, such as certifications, registrations, advertising or other marketing?

Do you have any unique marketing or production techniques that set your product apart from others? Do you have any direct competitors in the market you are targeting? (Further competitive analysis?)

What existing or planned relationships do you have within your target market?

Describe your methods of distribution.

Farm Management and Operations

Please describe your labor needs at your farm, including the number of employees or other farm laborers, need for additional labor, pay, etc.

Have you participated in any government (federal, state or local) farm programs? Have you specifically participated in any conservation programs through the NRCS? If not, would you be willing to participate in these programs?

What conservation practices have you had experience using on a farm? These could include soil health building, protection of water quality, habitat creation or others.

Do you have any pest management challenges and/or strategies unique to your farm?

Do you have any nutrient management challenges and/or strategies unique to your farm?

Are you in need of certifiable organic land? Organic certification is not a requirement for farming at the Somers Farm & Prairie. However, if you are a current organic farmer or are interested in transitioning to organic, please explain your needs or interests below so we can match you with the appropriate resources.

SWOT Analysis + Strategic Action Plan

Strengths

Weaknesses

Opportunities

Threats

Strategic Action Plan

Please outline your strategic action plan for your business the next 3-5 years.

Financial Plan

Please include cash flow and income projection worksheets when you submit your application. If you have an existing farm business, please include your profit and loss statements.

Describe investments needed in your farm business, including funding, infrastructure, or expansion.

What additional infrastructure does your farm business require?

What investments improvements would you like the landowner to participate in?

Do you plan to rent, buy or custom hire additional equipment?

Do you need supplemental off farm income to support yourself and household?