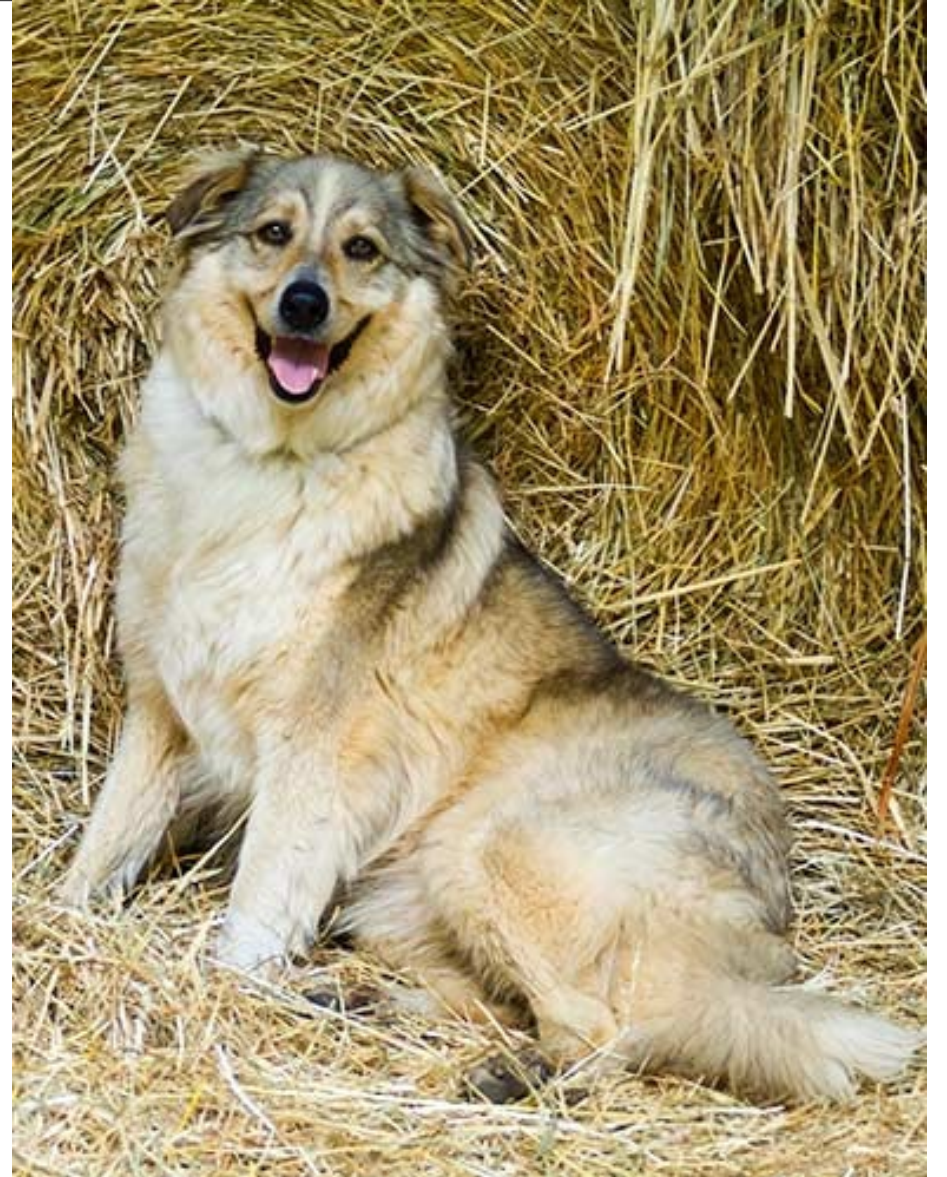




WHY DO I NEED  
A FARM  
BUSINESS PLAN?

CAROL PRZEWOZNY  
OWNER/OPERATOR  
B & B LIVESTOCK FARM, LLC

ANNIE'S PROJECT 2019



# What is a business plan?

- **Definition:** *A written document describing the nature of the business, the sales and marketing strategy, and the financial background, and containing a projected profit and loss statement.*  
<https://www.entrepreneur.com/encyclopedia/business-plan>
- In other words, a business plan allows you to look at your goals present and future, and how you can achieve them. A business plan is your roadmap that keeps you on track. A business plan is just that, a plan or process and something you should revisit on a regular basis.



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Why should I have a  
business plan?

So many reasons,  
let's explore some

# A Business Plan Answers the Questions...

- Why do we exist, or what is the purpose of the farm?
- Is it a hobby or business?
- What is the financial impact of the farm?



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# Why do we exist?

Things to think about...

- Why do we do what we do?
- How is my product, or service different from others? What makes me stand out from others with similar products/services?

# Is It a Hobby or Business?

## **Hobby**

- Just for fun, not concerned with pitfalls

## **Business**

- YOU have a direction you want to go
- YOU set short term and long term goals (write them down)
- YOU identify current markets
- YOU Identify areas to expand





YOU NEED TO HAVE A PLAN & KNOW THE DIRECTION YOU WANT YOUR FARM VENTURE TO TAKE YOU. WHEN YOU KNOW THE DIRECTION YOU ARE GOING, YOU WILL GET THERE. YOUR BUSINESS PLAN IS YOUR ROADMAP, THERE MAY BE DETOURS ALONG THE WAY, BUT STAY THE COURSE AND ENJOY THE JOURNEY.

WE DID NOT HAVE A PLAN, AND THE FARM WAS COSTING US MONEY, THANKS TO ANNIE'S PROJECT, I LEARNED THE IMPORTANCE OF HAVING A MISSION STATEMENT AND BUSINESS PLAN. ONCE WE WROTE EVERYTHING DOWN, AND STARTED TO LOOK AT FARMING WITH A DIFFERENT LENS, IT TURNED EVERYTHING AROUND FOR US.



CREATE A BUSINESS PLAN  
IT MAKES A HUGE DIFFERENCE

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<https://youtu.be/VKAZIj-aWFE>

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COMMENTS or QUESTIONS

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