

TOPIC 1: ORIENTATION

A farm business plan can take many different shapes and forms. The content and structure of a business plan will change depending on your needs – a business plan will look quite different if you are using it internally for strategic planning than if you’re going to take it to a lender to access financing. Since there is no “one size fits all” business plan, the Business Bootcamp is focused more on exploring the various elements of a good business plan specifically related to starting a farm.

Here are some guiding questions to help you start thinking about what you need in a farm business plan:

- What is your goal in writing a business plan? Why are you writing one?
- How will you use your business plan?
- What would a successful plan look like at the end of this program?
- What do you feel most/least confident about?
- What kind of support do you need to write your business plan?

Write down your answers to these questions and refer back to them when you feel yourself getting overwhelmed!