

TOPIC 11: EXECUTIVE SUMMARY



Can you write down a snapshot of your farm business?

The executive summary is the first part of your business plan but it's the last thing that you write. It should be an overview of the various parts of your business plan and be a snapshot of your farm business. Take this opportunity to look back through the worksheets and compile a picture of what your farm business does and how it will operate. You'll be surprised with how much you already have planned!

Your task for this topic is to write the executive summary for your business plan. Feel free to look through example farm business plans on the course page to get a feel for what the executive summary can include. Here is a list of prompting questions to help shape this part of your business plan.

- What will you produce and how?
- What is your (and anyone else involved) production and business management experience?
- What have you already accomplished?
- What is your land access situation
- How much do you intend to sell?
- How will you develop your market?
- How will your business change over time?
- How will you finance your farm?
- What risk management measures are you implementing?

NOTES

1. What are key takeaways from watching the recording or from the live session?

2. What are the things you want to dig deeper into?

FINAL THOUGHTS



There you have it, your first go at all the parts of a farm business plan. Congratulations, this is no small feat!

Now that you have an idea of what your farm will be like, it's time to start taking those next steps that you've identified throughout the Business Bootcamp. Do you need to register your business? Find an accountant? Reach out to potential marketing hubs? Start talking to lenders? Brainstorm a tagline? There are lots of small and large pieces that will need to come together but they don't all have to happen at once. Prioritize and lean into the many people that want to see you succeed!

A business plan should be a living document so you'll need to revisit what you've planned and written regularly. Set a timeline that works for you and stick with it. It can help to meet with mentors and friends to discuss ideas and analyze your records to come up with good next steps. Consider starting up a [farm club](#) to learn from and support other new farmers. Remember that there are a lot of people who want to support you along the way, so don't hesitate to ask for help!

Your commitment to growing beautiful food, fiber, and flowers is inspirational and we are so lucky to have you as part of the new farmer community. Thanks for the great work you do, it's so needed right now!