

I'm not a robot!

Sample Template for Agri-Livelihood Projects under CROPS
Crop Product: Cassava, Corn, Banana, Abaca, Coffee, Ginger, Turnip, Peanut and other High Value Crops

PROJECT PROPOSAL	
BASIC INFORMATION	
PROJECT TITLE	(Some title approved by NFA)
PROPONENT LGU	(Municipality, Province)
PROPOSED/IMPLEMENTING NATIONAL GOVERNMENT AGENCY	Department of Agriculture
LOCATION OF THE PROJECT	(Specific Barangay/Municipality)
TARGET BENEFICIARIES	(Name of Associations/No. of beneficiaries And Contact Person)
BUDGET:	
DA-RFO 10	Php. (amount)
LGU COUNTERPART	Php. (amount); if any
TOTAL	(total amount)
CONTACT PERSON	
> NAME of Preparer/Project In-charge > Contact Number > Email address	

1. PROJECT DESCRIPTION, RATIONALE AND BACKGROUND

The proposed (*Project Title*) production mainly focuses on the production of _____ through _____. The project will be implemented in (*specify the location*) where (*Name of the Organization*) are the target groups to avail the projects. (*Name of the Organization*) has the experience, capacity and commitment to implement successfully the proposed project. The said beneficiaries belong to a community-based organization. The proposed project is based on the needs assessment carried out by Municipal Agriculturist together with the community Mobilizers. Necessary consultations have also been held with the officials of LGU (*municipality*), including the Local Chief Executive. Implementation of the

Business Planning for Dairy Farms

Hope is not a plan!

Business planning does not need to be as complex as many may think... some 'meeting structure' to follow with 'key people' in your business and the 'minutes' of your business planning meeting can become your business plan!

The business planning framework focuses on 3 stages—“NOW” (or your ‘resource’ stocktake), “WHERE” are you going (or your preferred business future) and “HOW” (the strategies) do you plan to get from “NOW” to “WHERE”—see below.



For success, your business planning meeting should involve all of the 'key people' involved in your business. More heads are better than one and when later it comes to 'implementation' if they are only 'your ideas' it may well be harder to implement than if they were 'our ideas'. 'Key people' could even include your bank manager, accountant and/or your farm consultant!

At your business planning meeting, realistically define the present situation ("Now"), past history and how past business performance compares with against industry benchmarks (a role for your bank manager, accountant and/or farm consultant?).

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As with all businesses in agriculture, the 'target' ('Where' you are going) is influenced by 'forces' beyond your control—milk prices, seasons, SA, fodder prices and processor requirements for example. A simple tool (SWOT analysis) that takes into account these constantly changing business variables, can help to create 'new thinking' (new strategies) at your business planning meeting just as it may confirm 'existing thinking'.

Good business plans are practical and may not only be used just for loan applications, starting a new business or attracting investment. They can also be useful for:

- Reviewing the business' direction, and setting goals and responsibilities to guide it. Defining agreements between partners.
- Evaluation of new ideas towards enterprises, capital expenditure and expansion.
- Assign actions, measure and track implementation
- Succession planning.

There should be time set aside for regular review of your business plan. In past years 'forces' beyond your control—milk prices, seasons, SA, fodder prices and processor requirements for example have affected the dairy industry in such dramatic ways that a regularly 'revised' business plan could help to build 'business resilience'. Therefore it is important to keep it simple as nobody likes reading a long business plan.

The business plan is not the endpoint but merely a means of communicating future plans. The end point is discussion and communication.

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Farm Business Plan

1. Business Purpose
My farm business is intended to serve the following purpose(s):

1.1 People
Who are the key staff members?

1.2 Management
Are there any other staff members?

1.3 Environment
The farm uses their land and resources

Small Farm Business Planning

UNIT OVERVIEW

This unit provides practical advice on how approach business planning in the start-up phase of a small farm. Lecture 1 provides an overview of why and how to plan. Lecture 2 provides a detailed examination of a sample business plan with interactive exercises.

The third lecture demonstrates how to develop a month-by-month cash flow projection for the first two years of a new farm.

The main goal of this unit is to encourage students to see holistic business planning as a necessary and integral part of farming. For students who have learned how to develop a farm plan suitable to specific soils and climates, this unit will teach them how

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to think about modifying the farm plan to address specific marketing opportunities and resource limitations.

The objective of the unit should be that each student leaves with a business plan well started.

MODES OF INSTRUCTION

> LECTURE/DEMONSTRATION (presented in one half-day session or three 50-minute classes)

- Lecture 1 introduces the concept of business planning and the critical elements of a business plan. Lecture 2 reviews a sample business plan, including discussing interactive exercises. Lecture 3 provides a step-by-step process and demonstrate a cash flow spreadsheet, and include discussion of elements of cash flow planning and proper categories for sources and uses of cash.

LEARNING OBJECTIVES

CONCEPTS

- The essential components of business planning for start-up, developing and mature farming enterprises

SKILLS

- Ability to develop a basic 5-part business plan for a start-up farming enterprise including: values and goals assessment, resource analysis, market analysis, market plan, time management plan, farming plan, and financial analysis

- Ability to develop a basic 2-year cash flow budget for a small farm enterprise and assess the economic viability of the operation

SKILLS

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Botanical Bounty

Agriculture Farm Business Plan

[Start your own business plan](#) » ([/create_your_business_plan.php?link=create_top-bar](#))

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Executive Summary

Botanical Bounty is an existing farm dedicated to the production of botanical perennials. Botanical Bounty has been formed as an Oregon-based Limited Liability Corp. (L.L.C.) located outside of Albany, Oregon. Botanical Bounty is working hard to become a leading producer of botanical plants for the natural supplement industry as well as plant nurseries. By leveraging a well thought out business plan executed by a skilled management team, Botanical Bounty will generate over \$216,000 in year three sales.

Keys to Success

Botanical Bounty has identified three keys that will be instrumental in their success. The first is the implementation of strict financial controls. By having the proper controls, production efficiency will be maximized. The second key will be the never ending pursuit for the industry's highest concentration levels of botanical ingredients in each plant. The third key is the recognition and implementation of the philosophy that 100% customer satisfaction is required to ensure a profitable business. Profits are a by product of satisfying customers, not the other way around.

Products

Botanical Bounty is a 10 acre farm that concentrates on the growing of botanical medicinals. Botanical Bounty has chosen five plant species that have significant market demand as well being well suited for growth in the Willamette River Valley. Botanical Bounty will feature: Echinacea - an immune system booster; Ginseng - a source of energy; St John's Wort - for mild depression; Skullcap- for inflammation; and Ginger - a stomach soother.

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Botanical Bounty has three distinct customers: supplement companies, processors of botanicals for supplement companies, and nurseries that resell the plants. The first two customers purchase the plants for use in their products which they ultimately sell to the end consumer. The market for natural supplements is quite exciting. Surveys show that over 158 million consumers (over 55% of U.S. population) use dietary supplements. An estimated 115.3 million consumers buy vitamins and minerals for themselves, and 55.8 million purchase them for other members of their family, including children. Consumer surveys consistently find that nearly half of all Americans now use herbs - a statistic that is particularly remarkable when we realize that today's herbal products industry is just over a quarter century old.

Management Team

Botanical Bounty will be lead by the husband and wife team of David and Sue Nealon. David brings a wealth of business and project management skills to the company. While working at Yahoo!, David was responsible for the successful launch and market lead capture of Yahoo's driving directions section. Utilizing these skills, David will be responsible for the business

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