



The Road to Successful Business Planning for Your Farm



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Serving
California's
68,536
small farms



for 30 years



University of California
Small Farm Program
1979-2009

UC Ag & Natural Resources Division
closed Small Farm **Center** effective
12/31/09



Overview



- Taking Stock
- Identifying Crop Opportunities
- Examining Crop Opportunities
- Recordkeeping of Production Expenses
- Risk Management
- Adding Value to Your Products



Factors Affecting Profitability



- Yields
- Costs
- Market Prices
- Quality
- Demand
- Competition
- Catastrophies
- _____
- _____



Identifying Crop Opportunities



- 3 Types of crop opportunities
 - Traditional crops
 - Emerging crops
 - Unexplored crops



Unexplored Crops



- Ethnic crops
- New varieties of existing crops
- New forms of existing crops
 - Baby/immature
 - New parts—roots, leaves, seeds
 - _____
- _____





Sources for New Crop Ideas



- Market Manager's want list
- Customers' want list
- Food section of newspapers
- Ingredients in trendy cookbooks
- Ethnic produce markets
- Worldcrops.org
- Seed catalogs
- _____



New Crops, Old Crops



- Opportunities abound...but recognize your opportunity costs with new crops
 - Limited acreage
 - Management effort
- Good recordkeeping will assist you in considering the trade-offs



Crop Insurance



- Crop Insurance covers losses due to:
 - Adverse weather conditions
 - Loss of irrigation water supply (drought)
 - Fire
 - Wildlife damage
- USDA Crop Insurance is available for only the following crops to growers in Marin County:
 - Nursery crops (inground and container)
 - Wine grapes
 - Livestock (beef, sheep, swine)
- Contact FSA office in Petaluma for agency contacts



USDA's Custom Market News Reports



- Fruit and Vegetable Market News Portal:
<http://marketnews.usda.gov/portal/fv>

Close Window

Run a Custom Report

Step 1: Report Type

Type: by
by

Step 2: Details

Select a location:

Aggregate:

Select commodities and the Add button:(hold down the Ctrl button for multiple)

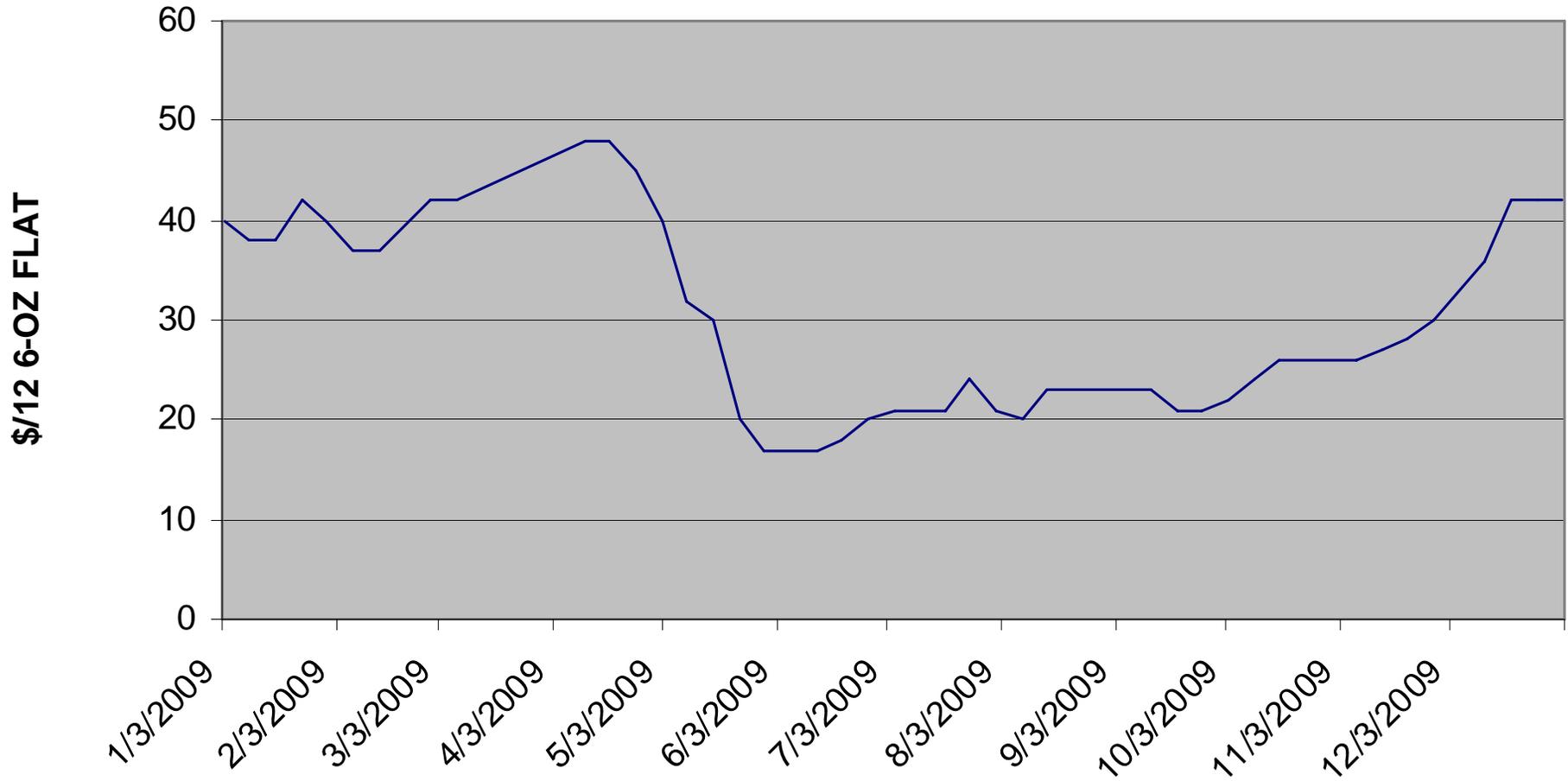
ALL ACACIA (MIMOSA) ACONITUM (MONKSHOOD) AGAPANTHUS AGERATUM AGROSTEMMA ALCHEMILLA ALFALFA SPROUTS ALLIUM ALMOND (FLOWERING)

Select commodities and the Remove button to remove from list: (hold down the Ctrl button for multiple)

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Commodity Name	City Name	Package	Variety	Week Ending	Low Price	High Price	Origin
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/3/2009	34	35	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/3/2009	35	35	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/10/2009	34	34	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/17/2009	34	34	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/17/2009	34	34	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/24/2009	36	36	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/24/2009	36	36	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/31/2009	30	32	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	1/31/2009	32	32	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	2/7/2009	29	29	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	2/7/2009	29	29	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	2/14/2009	29	29	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	2/14/2009	29	30	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	2/21/2009	29	29.5	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	2/21/2009	29	29.5	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	2/28/2009	28.5	32	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	2/28/2009	28.5	32	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	3/7/2009	31	32	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	3/7/2009	31	32	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	3/14/2009	31	32	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	3/14/2009	31	32	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	3/21/2009	31	33	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	3/21/2009	31	33	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	3/28/2009	53	53	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	3/28/2009	33	33	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	4/4/2009	40	41	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	4/4/2009	38	40	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	4/11/2009	42	42	CALIFORNIA
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	4/11/2009	42	42	MEXICO
RASPBERRIES	SAN FRANCISCO	flats 12 6-oz cups with lids	RED	4/18/2009	42	42	CALIFORNIA

SF TERMINAL MARKET PRICE FOR ORGANIC RASPBERRIES





Closing Comments



- Direct Marketing requires planning for success:
 - Assess the market situation
 - Plant accordingly
 - Make decisions strategically
 - Market your identity and crops to differentiate
- Remember your time is money!