



Strategies for success

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GOALS AND VALUES

Personal goals

- Creating a place for the next generation to farm
 - Taking pride in what you produce
 - Working together as a family
 - Working outdoors
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Economic goals

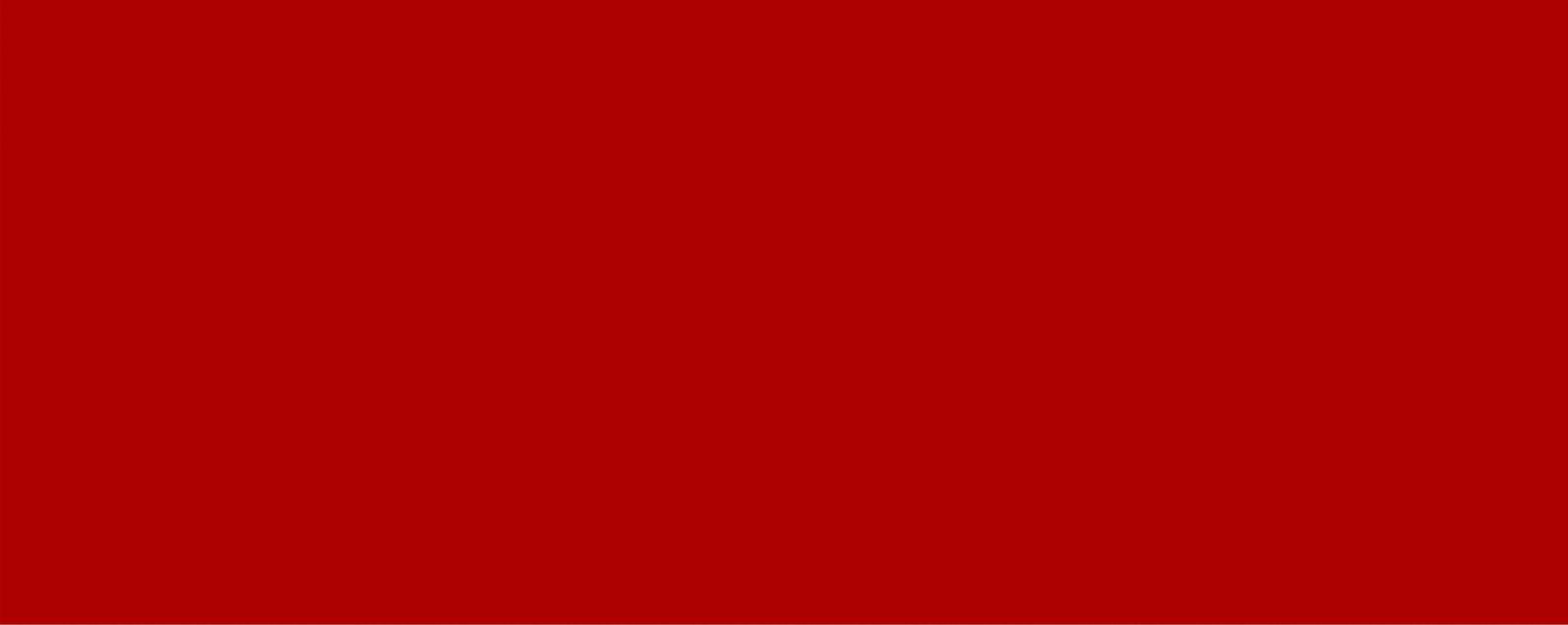
- Receive ___ % of income from farming
 - Pay down debt
 - Increase revenue
 - Even out cash flow
 - Save for the future
 - Save for hard times
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Social goals

- Interact with other farmers
 - Help neighbors who are farming
 - Provide full employment to workers
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Environmental goals

- Create a beautiful farm and landscape
 - Protect natural resources (land air and water)
 - Increase biodiversity on the farm
 - Provide wildlife habitat
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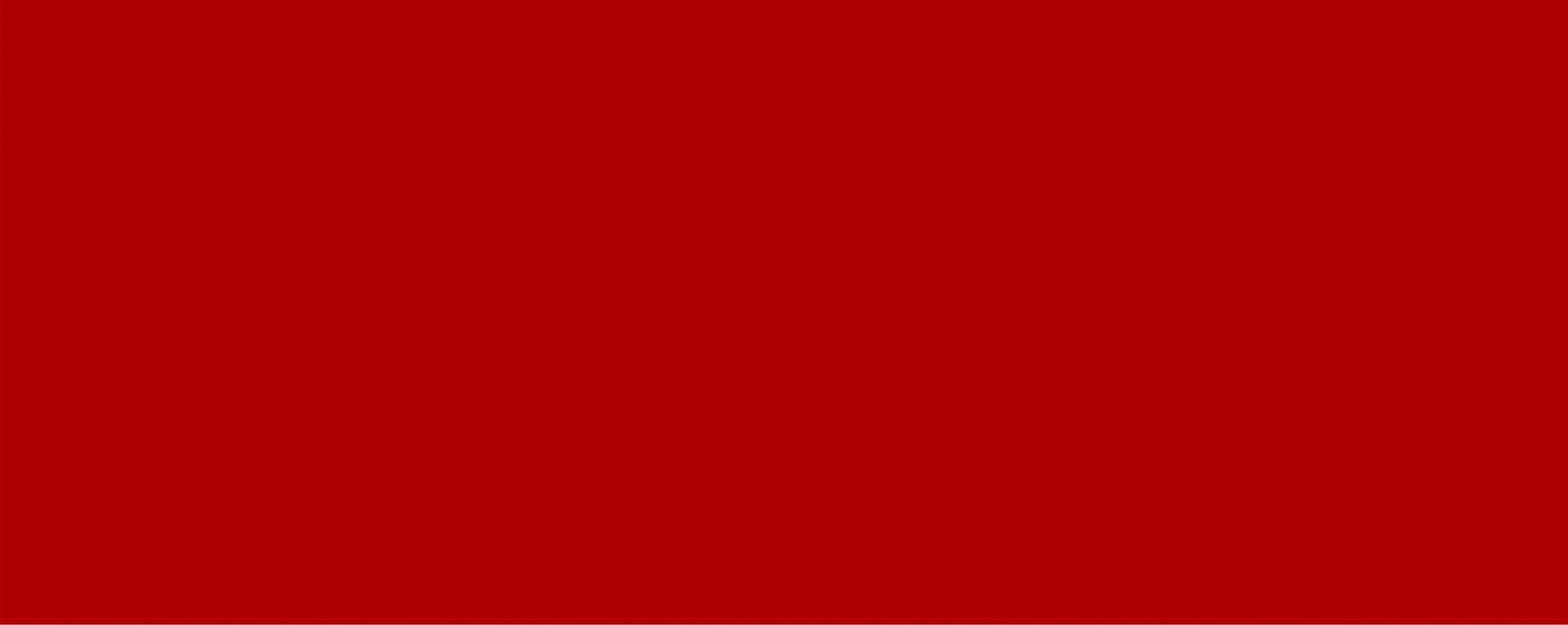
BUSINESS STRATEGY

Produce a unique product

- An unusual fruit, vegetable, or variety
 - Organic production
 - Extremely high quality
 - Niche marketing – small, well defined market
 - Direct marketing
 - Level of diversification depends on marketing outlets
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Service provider

- Flexibility
 - Quickly and reliably respond to customers requests
 - Meet individual requirements for quality, delivery dates, and quantity
 - Willingness to take back product
 - Supply major customers first
 - Grow something exclusively for one customer
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FEASIBILITY

Marketing
Production
Financial

Marketing strategy

- Target customers/ identify their needs
 - Identify competitors
 - Distribution
 - Storage, movement, delivery scheduling
 - Promotion
 - Promotion timing and frequency
 - Tools for promotion
 - Management time
 - Cost of marketing
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Production strategy

- Research climate, soil, and input needs
 - Design crop rotation
 - Assign to available land
 - Assess land needs
 - Develop a schedule of operations
 - Labor needs/ availability and gaps
 - Equipment needs/ availability and gaps
 - Irrigation scheduling
 - Financial needs
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Economic feasibility

- Profitability / net returns
 - Projected income
 - Projected costs
 - Cash flow/ liquidity
 - Income by month
 - Costs by month
 - Change in net worth/ solvency
 - Risk
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Feasibility checklist

- ✓ Can you grow it?
 - ✓ Climate, soil, water, labor, equipment
 - ✓ Can you sell it?
 - ✓ New or existing customers
 - ✓ Volume
 - ✓ Marketing skills/time
 - ✓ Is it profitable?
 - ✓ Impact on overall business goals
 - ✓ Long run environmental goals
 - ✓ Biodiversity, soil, water, and air quality
 - ✓ Risk
 - ✓ Regulation, market trends, competition
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