Building a Sustainable Business:
"Developing a profitable business plan and marketing strategy for success!"

Regardless of whether you are a beginning entrepreneur who has inherited a business, a serious farmer who is considering on farm processing, or a retiring business owner who is looking to pass on the farm, a business plan is important! It is an ongoing process that begins with the identification of values and ends with a strategic plan to address critical management functions.

Like many rural entrepreneurs, you may have a strong sense of values that drew you to the land (or the livestock) and inspired you to begin a business. You may have a clear set of personal and business goals that you would like to pursue. But if you are like most farmers and rural business owners, you run into problems when trying to incorporate values and goals into day-to-day business decisions. How can you build a balanced, sustainable business, that reflects your values and is successful - in the long run?

During this unique (8) hour workshop we will look carefully at the whole farm approach. We will consider traditional business planning and marketing principles as well as your personal, economic, environmental and community values. During the seminar you will think carefully about and accomplish the following:

1. *Develop your mission, vision & core values.*
2. *Review history and take stock of your current situation.*
3. *Identify and set measureable faith and work goals.*
4. *Develop a strategic plan: How to get where you want to go!*
5. *Present, implement & monitor your business plan.*

The workshop will include a 300 page training manual and other practical resources for further development beyond the workshop. You will also spend time during the day, applying what you are learning – leaving with a rough draft of your mission, vision and core values as well as your goals and strategic plan.