



## Farm Business Plan And Financial Request

Note: The entire contents of a Dropbox or other file sharing service constitute the business plan, which means this document doesn't have to be a full business plan. The goal of this document is to substantiate "The Ask". It is a companion to the pitch presentation that includes all of the financial information that isn't disclosed in the pitch document. The goal is a concise 5-page document that conveys what the farm does, what the opportunity is, and how much funding the business needs for what. Bullet points are fine, and the text should be very quantitative. Typical Sections include the following:

### **Farm Description**

#### **The Project**

Describe the specific "project" that is going to be funded by this request. This could be a farm expansion, processing facility, land purchase, entry into new distribution, entry into new sales channels, new packaging, and a new retail business, etc.

#### **Current Target Market Customers - Who Are the Farm's Customers (What is the market)**

#### **Current Products**

Include pie chart with product mix of sales

#### **Current Distribution**

#### **Current Business Entities and Plan for the Transition of the Business Entities**

#### **New Farm Plan**

List specifically what you will be raising, how many of each, with what cost and what sales prices through the store and elsewhere. This material should refer to the same numbers that are in the financial projections.

#### **Buildings and Equipment**

List exactly what you need to execute your plan. Reference list of equipment and identify what you will be buying and what you will not be buying. List anything else you need to purchase.

#### **Farm Profitability**

Explain directly how you will be making money on what. Refer specifically to your proforma to explain your numbers.

#### **Staff**

List who will be doing what on the farm.

#### **Sales and Marketing Plan**

#### **Project Financing Needs**

Refer to the Sources and Uses table in the proforma to cite how much money is needed from various sources for this project