**Headwaters Incubator Program Business Plan Template**

A ***Farm Business Plan*** is a key component of your Headwaters Incubator Program application packet. The questions below may be used as an outline and represent the *minimum level* *of detail* that should be included in your Farm Business Plan. Feel free to provide additional content as you see fit.

A good Farm Business Plan has clear goals, outlines a path to achieving those goals, and exhibits qualifications and financial viability. In addition to the questions below, the following resources are offered to help guide you write a strong plan. This is by no means an exhaustive list:

* [**BeginningFarmers.org**](http://www.beginningfarmers.org/farm-business-planning/) (<http://www.beginningfarmers.org/farm-business-planning/>)
* [**Start2Farm**](https://newfarmers.usda.gov/) (<https://newfarmers.usda.gov/>)
* [**Small Business Development Center Oregon**](http://www.bizcenter.org/) (<http://www.bizcenter.org/>)
* [**Mercy Crops NW**](https://www.mercycorpsnw.org/business/) (<https://www.mercycorpsnw.org/business/>)

**General**

1. What is the Farm’s name? Is it registered with the Oregon Secretary of State Corporation Division?
2. What is the legal business structure (sole proprietorship, partnership, LLC, s-corp, etc.)?
3. Who are the owners of this farm business? What is each person’s role and expected contributions?
4. What is the long-term vision for your farm business after Headwaters Farm (size, location, crop selection, production practices, labor, markets, etc.)?
5. What are your financial, quality of life, and other goals you seek to achieve with this business?

**Production**

1. What is/are your farm’s enterprise(s) (e.g., mixed veggies, flowers, livestock, berries, eggs, herbs, etc.)? Please provide some details on the scope and scale of each enterprise.
2. What items/resources/tools will you need this year? Please indicate if you already have them, HIP provides them, or you’ll source elsewhere.
3. Will you hire labor? If not, how will you keep up on farm work throughout the season? If so, what are the wages you’re paying and how many labor-hours will you hire during the course of the season?

**Marketing**

1. Where will you sell your products? If different enterprises have different outlets, please elaborate.
2. Do you have sales accounts established? If not, how will you access these markets?
3. What do you see as your niche and competitive advantage? Why will people choose to purchase from you?

**Land & Natural Resource Management**

1. What is your approach to irrigation?
2. How will you manage weeds?
3. How will you manage pests?
4. What steps will you take to ensure soil fertility and improve soil health?

**Budget**

1. The simplified Cash Flow budget below is one way to display your projected income and expenses over time. Feel free to use this template or create your own. Approximate HIP costs can be found in the Farmer’s Manual: <https://emswcd.org/wp-content/uploads/2020/03/2020-Farmers-Manual.pdf>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Five-Year Cash Flow Budget** | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Income** |  |  |  |  |  |
| Enterprise 1 |  |  |  |  |  |
| Enterprise 2 |  |  |  |  |  |
| Enterprise 3 |  |  |  |  |  |
| Other Enterprises |  |  |  |  |  |
| **TOTAL Income** |  |  |  |  |  |
| 0 | 1 | 2 | 3 | 4 | 5 |
| **Expenses** |  |  |  |  |  |
| Land Rental |  |  |  |  |  |
| HIP Facilities/Equipment Rentals |  |  |  |  |  |
| Other HIP Costs |  |  |  |  |  |
| General Production Supplies |  |  |  |  |  |
| Tools and Equipment |  |  |  |  |  |
| Labor |  |  |  |  |  |
| Sales, Marketing, & Outreach |  |  |  |  |  |
| Utilities & Fuel |  |  |  |  |  |
| Insurance & Certifications |  |  |  |  |  |
| Administration |  |  |  |  |  |
| Capital Investments |  |  |  |  |  |
| Other |  |  |  |  |  |
| **TOTAL Expenses** |  |  |  |  |  |
| 0 | 1 | 2 | 3 | 4 | 5 |
| **NET PROFIT** (Income – Expenses) |  |  |  |  |  |