

**Cultivating Success**  
**Agricultural Entrepreneurship and Farm Business Planning:**  
**Thursdays, 6:00 – 8:30 p.m.**

**SVC ENVAG 271**  
**WSU Skagit County Extension**  
**11768 Westar Lane Suite A**  
**Burlington, WA 98233**  
**Winter Course, 2019**

**Instructors:**

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Office Hours: Thursdays 4pm-6pm

**Course Dates Winter 2019**

January 10<sup>th</sup> through March 21<sup>st</sup>  
Thursdays 6pm-8:30pm  
Two out of class field trips  
Field Trip 1: January 26<sup>th</sup>  
Field Trip 2: TBD

**Course Objectives**

- To cover aspects of small business planning and management
- To develop a business plan for use in an agricultural enterprise
- To expose students to the tools necessary to develop a sustainable business
- To learn about available resources and support networks for sustainable farming in Skagit

This course builds on a foundation of principles established by Cultivating Success:

**Farmer Mentoring** – involves farmers as speakers and on-farm tours

**Experiential Learning** – on-farm visits and learning activities as part of the process for evaluation of enterprises, trying out ideas on others and receiving feedback

**Community Based** – building networks of resource people and connections that help location of needed information

**Whole Farm and Sustainability Focus** – dependent on environmental, financial and quality of life aspects

**Small Farm Focus** – geared to smaller acreage operations that produce high value specialty crops and/or livestock and direct market to customers – BUT can be taken by producers with any sized operation as a means to learn more about specialty farming.

**Textbook**

*The Organic Farmers Business Handbook- A Complete Guide to Managing Finances, Crops, Staff- and Making a Profit* by Richard Wiswall

*Market Farming Success, The Business of Growing and Selling Local Food* by Lynn Byczynski

Additional resources and reading materials provided in class

### Course Website

<http://extension.wsu.edu/skagit/agriculture/cultivating-success/>

### Course Format

Students will meet as a class once a week. Guest speakers, PowerPoints, field assignments, video clips, readings and worksheets/assignments will reinforce the concepts presented in class and through field experiences.

### Course Requirements

#### **Continuing Education Students**

Community members (non-academic) may earn 3.6 Continuing Education Credits by attending classes. CEU students will not be *required* to complete on-line assignments. CEU are awarded on a basis of at least 80% attendance. Although highly encouraged, continuing education students are not required to complete assignments, however, to receive credit, each student will be expected to give a short oral presentation on your ideas about an existing or future farm business the final week of class. CEU students will be encouraged to complete the business plan process to benefit fully from the course.

Date	Topic	Business Plan Topics
Week 1: Jan 10th	Intro to Business Planning: Business structure creation and management	
Week 2: Jan 17th	Product and Industry Descriptions – <b>Reading to be completed before class:</b> <ul style="list-style-type: none"> <li>• <i>The Organic Farmer’s Business Handbook</i>: Chapters 1 and Pages 132-136</li> <li>• <i>Market Farming Success: Pages 207-215</i></li> <li>• A&amp;B Nursery Sample Business Plan - Online</li> <li>• National Organic Stats – Online</li> <li>• Truffle Market Analysis – Online</li> <li>• <a href="https://www.ers.usda.gov/topics/natural-resources-environment/organic-agriculture/organic-market-overview.aspx">https://www.ers.usda.gov/topics/natural-resources-environment/organic-agriculture/organic-market-overview.aspx</a></li> </ul>	Due in Class: Section 2.1, 2.2 2.3 and 2.4
Week 3: Jan 24th	Direct Market Strategies – <b>Reading to be completed before class:</b> <ul style="list-style-type: none"> <li>• <i>Market Farming Success</i>: Chapter 2 and pages 187- 206</li> <li>• <i>Organic Farmer’s Business Handbook</i>: Chapter 5</li> </ul>	Due in Class: Section 3.1, 3.2, 3.3, 3.7
Week 4: Jan 31st	Land use, property purchasing and leasing <b>Reading to be completed before class:</b> <ul style="list-style-type: none"> <li>• <i>Market Farming Success: Pages 7 – 26</i></li> <li>• <i>NWFCS Land Use Checklist</i></li> </ul>	Due in Class: Section 4.1, 4.2, 4.3, 4.4, 4.5, 4.6
Week 5: Feb 7th	Wholesale Markets, Certifications and Record Keeping <b>Reading to be completed before class:</b> <ul style="list-style-type: none"> <li>• <i>Market Farming Success: Pages 27- 30 and Chapter 7</i></li> </ul>	Due in Class: Section 5.3

	<ul style="list-style-type: none"> <li>• <i>Organic Farmers Business Handbook: Chapter 7 and 8</i></li> </ul> <p>Initial Peer Review</p>	
Week 6: Feb 14th	<p>Financing, Balance Sheet, Income and Expense Statement</p> <p><b>Reading to be completed before class:</b></p> <ul style="list-style-type: none"> <li>• <i>Organic Farmers Business Handbook: Chapter 2 and 3 and Pages 137 - 143</i></li> </ul>	Due in Class: Elevator Pitch
Week 7: Feb 21st	<p>Cash Flow</p> <p><b>Reading to be completed before class:</b></p> <ul style="list-style-type: none"> <li>• <i>Market Farming Success: Chapter 5</i></li> </ul>	Due in Class: Section 6.1, 6.4, 6.5
Week 8: Feb 28th	<p>Marketing and Branding</p> <p><b>Reading to be completed before class:</b></p> <ul style="list-style-type: none"> <li>• <i>Market Farming Success: Pages 31-34</i></li> </ul>	Due in Class: Section 3.4, 3.5, 3.6, 6.3 and 6.6
Week 9: March 7th	<p>Managing Labor on Small Farms – Farm Insurance</p> <p><b>Reading to be completed before class:</b></p> <ul style="list-style-type: none"> <li>• <i>Market Farming Success: Pages 215- 231</i></li> <li>• <i>Organic Farmers Business Handbook: Chapter 6</i></li> </ul>	Due in Class: Section 4.7, 4.8, 4.9, 4.10, 4.11
Week 10: Mar 14th	<p>Enterprise Budgets</p> <p><b>Reading to be completed before class:</b></p> <ul style="list-style-type: none"> <li>• <i>Business Farmers Handbook: Chapter 4 and pages 153-176</i></li> </ul> <p>Peer review of business plans</p>	Due In Class: Section 1 and 5- All Final Business Plan
Week 11: Mar 21st	Final Presentations	
Field Trip 1: Jan 26 <sup>th</sup>	Country Living Expo	
Field Trip 2: TBD	Market Farm Field Trip	