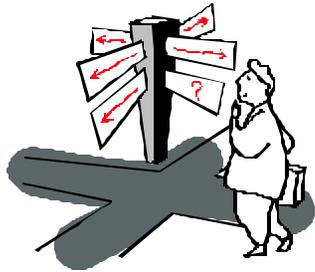


**Looking to enhance farm profitability? Want to learn how to create a business plan that can identify opportunities for growth? Enhance your understanding of business planning – attend this workshop!**



Cornell Cooperative Extension will present a 4-day workshop covering all aspects of plan development. For those that qualify, you will also get free access to consultants from Farm Credit and FarmNet to work one on one with you as you fine-tune your plan.

This special program is occurring as a result of a grant received by Wayne County to maintain and increase the competitiveness of its farms.

**This workshop will enable you to create a new, or update your current, farm business plan.**

**A current farm business plan is a requirement for participation in the Wayne County Ag-Micro-Enterprise Loan Program. Low-moderate income farm business owners or those with qualifying employees will be given first priority for this program.**

The following is a tentative agenda:

**Day 1 – General Introduction and Basic Overview of Farm Financial Management:**

- ✓ What is in a business plan and why are they valuable?
- ✓ Determining market conditions.
- ✓ Mission, Objectives, and Goals
- ✓ Overview of Marketing Plan

**Day 2 – Starting Your Business Plan**

- ✓ Tactics for Accomplishing your Farm Business Plan
- ✓ Overview of Financial Statements
- ✓ Understanding Financial Statements

**Day 3 – Monitoring Your Business to Ensure Success and Using Financial Statements to Evaluate Performance:**

- ✓ Tools for Evaluation
  - Cash Flow Statement
  - Partial Budgeting
  - Net Present Value
- ✓ Developing Control Plans

**Day 4 – Risk Management to Achieve Success!  
(Plus other topics as identified by the participants.)**

- ✓ Production Risk
- ✓ Marketing and Price Risk
- ✓ Human Resource Risk
- ✓ Financial Risk
- ✓ Legal Risk

By the end of the workshop each participant will have the understanding, skills and access to resources to start or complete their farm business plan.

Additional consultation will be provided free of charge for qualified businesses! Register now!

**Pre-Registration Form: Due Nov 18**

Name: \_\_\_\_\_

Farm name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Additional People from Same Farm:**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

**Total Participants: \_\_\_\_\_ x \$50 = total registration due.**

**Ag micro program enrollees will be reimbursed \$45.**

**Scholarships are available.**

**Please make checks out to:  
Cornell Cooperative Extension  
Wayne County  
1581 Rte 88N  
Newark, NY 14513**

**Pre-registration by Nov. 18, 2002 is required!**

Please complete the attached registration form and return with your \$50 registration. Registration includes a resource book. Please bring your own lunch, drinks will be provided.

This workshop is subsidized by the Ag Micro-Enterprise Loan Program for qualified farms.

To qualify for the loan program, farm businesses must be:

- Low to moderate income or employees who are low-moderate income.
- 5 or fewer employees (owner included) full-time equivalent.
- Confidential Income Survey completed.

You do not have to participate in the loan program to participate in this workshop!

**More detailed information is available through the Cornell Cooperative Extension office, 315-331-8415.**

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# Business Planning for Farm Enhancement

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Mondays: November 25  
December 2  
December 9  
December 16

10:30am – 3:00pm  
Cornell Cooperative Extension  
Newark, NY

Sponsored by:  
Cornell Cooperative Extension,  
Ag Micro-Enterprise Loan Program,  
and  
Wayne County Board of Supervisors