



Wayne County Planning Department

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"Planning today, creating tomorrow"

<http://www.co.wayne.ny.us>

To: Agribusiness Micro-enterprise Program (AMP) qualified farm and agri-business owners

From: Ora Rothfuss, Ag Development Specialist

Re: Working with Consultants

Thank you for your interest in this program. This program was created in an effort to bring some of the traditional economic development tools like technical assistance and below-market rate loans, to the farming industry. Business planning is an important aspect of being in business. The most successful business plans are developed by the business owners, not consultants. For this reason, our program will only pay for a limited (20 hours) consulting (technical assistance) service at little or no cost for qualified businesses.

It is our expectation that most of the work will be done by you. The consultant is more of a coach than a draftsman. They will:

- 1) help you to organize your thoughts and financial records;
- 2) fine tune your business plan;
- 3) ask the questions that the bank will ask.

Before the consultant meets with you, we ask that you work through a business planning book or outline. If you qualify for the program, I will send you a copy of NRAES-32 which touches on a number of points in a business plan. This publication was designed for adding a new enterprise, but the concepts and questions are the same whether you are talking about a new enterprise or your core business.

If you prefer, there are also a number of other such books at the Cornell Cooperative Extension Agribusiness Development Center in Newark or any public library. There are outlines available through the Small Business Administration website (www.sba.gov), and I have some materials available. Attending a class at the Small Business Development Center in Rochester (585) 232-7310, or one of the business planning seminars through this AMP program is also very helpful. Other agencies do provide similar planning services if these aren't convenient.

If you have questions, feel free to contact me at

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