

of...

# Business Planning

Business planning can help alternative and sustainable agriculture entrepreneurs transform farm-grown inspiration into profitable enterprises. NCR-SARE funded research is helping farmers learn how to set goals, research processing alternatives, determine potential markets and evaluate financing options. NCR-SARE has invested in more than 150 research and education business planning projects to help achieve the sustainability of operations and to optimize production, discover or develop markets, and enhance environmental benefits.

## NCR SARE Project Sampler

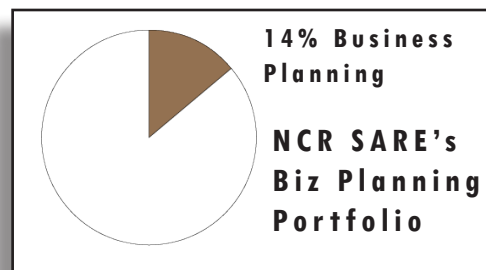
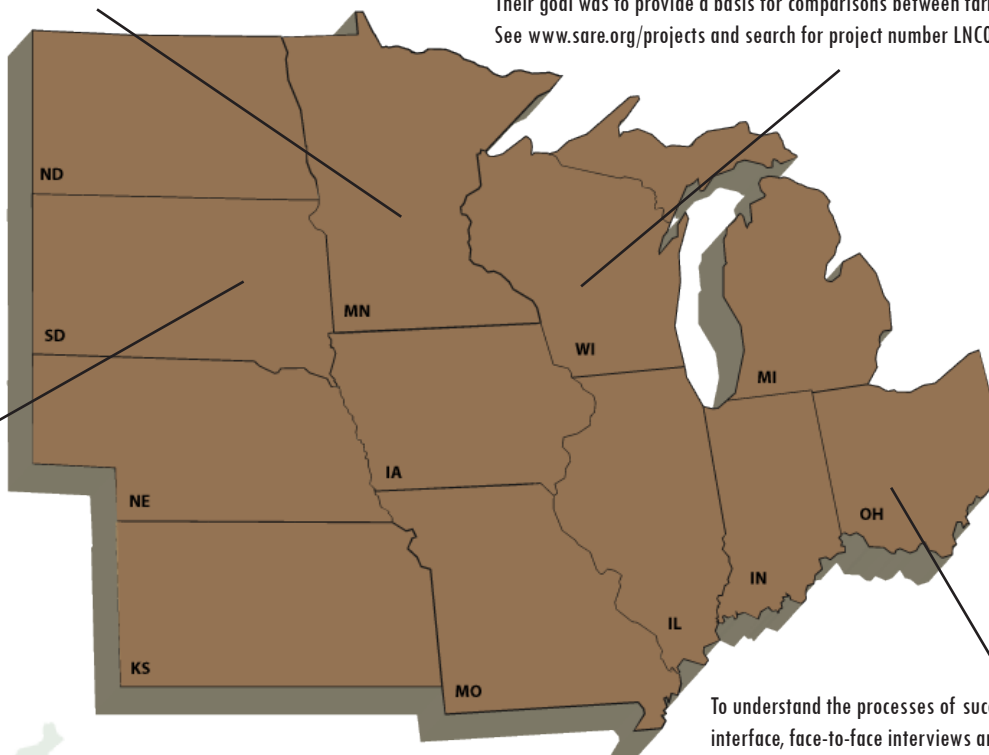
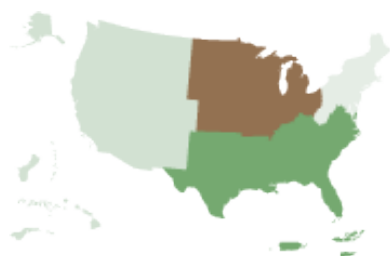
To view SARE's entire business planning portfolio, or just the North Central Region's, visit [www.sare.org/projects](http://www.sare.org/projects). For selected NCR business planning grants, see the reverse side.

A Food Alliance professional development grant project reached approximately 337 extension educators with information about eco-labeling, sustainable agriculture and the Food Alliance certification program. These educators were contacted through 16 seminar and field day events. In addition, written and electronic communication materials were developed to supplement the educator contacts.

See [www.sare.org/projects](http://www.sare.org/projects) and search for project number ENC04-080.

A farmer rancher grant project created a blog site supported by an online storefront design through which the farmer could share his passion and expertise on raising flax. He also provides a more efficient vehicle for public education regarding the health benefits of flax.

See [www.sare.org/projects](http://www.sare.org/projects) and search for project number FNC06-635.



The Center for Integrated Agricultural Systems worked with a group of 19 growers on a participatory, farmer-led research and education project. The growers collected data on their sales, labor and other aspects of their businesses. They then created financial ratios that allowed them to compare small, medium and large operations in a way that respected their confidentiality. Their goal was to provide a basis for comparisons between farms. See [www.sare.org/projects](http://www.sare.org/projects) and search for project number LNC01-194.

To understand the processes of succession at the rural-urban interface, face-to-face interviews and two focus groups with traditional commodity, and alternative food and agricultural enterprise farm families were conducted in a graduate student project. Data gathered from these interviews were used to generate several profiles.

See [www.sare.org/projects](http://www.sare.org/projects) and search for project number GNC06-070.

# – NCR SARE's Business Planning Portfolio

Selected Grants

## RESEARCH AND EDUCATION GRANTS

### From Food Stamps to Home Production

Ann Krush, Center for Permaculture as a Native Science, Mission SD, LNC03-224, \$135,000

### Earthworks Garden and Poultry Urban CSA

Ashley Atkinson, Hunger Action Coalition, Detroit MI, LNC01-187, \$99,706

### Profit by Planning: Helping Fresh Market Vegetable Growers Meet Financial Goals and Improve their Quality of Life

John Hendrickson, Center for Integrated Agricultural Systems, Madison WI, LNC01-194, \$27,678

### Rosebud Producers Develop WIC Markets

Ann Krush, Center for Permaculture as a Native Science, Mission SD, LNC00-163

### Assisting Farmers in Crisis to Adopt Sustainable Marketing Alternatives

John Masiunas, University of Illinois, Urbana IL, LNC00-169, \$98,590

## FARMER AND RANCHER GRANTS

### From Field to Store-Front - Designing On-Line Commerce for Wunder Flax

John Wunder, Howard SD, FNC06-635, \$5,200

### Developing a Community Sponsored Vegetable Operation in Rural Northeast Michigan

Brian Botkin, Traverse City MI, FNC05-579, \$6,000

### U-Pick Blueberry Farm Pre-Production Partnership Income

Troy Hart, Lonedell MO, FNC04-534, \$8,675

### Advanced Techniques for Sustained Marketing Success of Team Farmers

Constance Kartens, Hutchinson MN, FNC04-515, \$17,146

### Clearspring Produce Auction

Harvey Bontrager, Lagrange IN, FNC01-367, \$15,000

## PROFESSIONAL DEVELOPMENT GRANTS

### Indiana Agritourism Training Initiative

Jerry Nelson, Purdue University Cooperative Extension Service, Vincennes IN, ENC04-079, \$70,000

### Food Alliance Workshops: Helping Extension Educators Build Community Food Systems with Certified, Sustainable Agricultural Practices

James Ennis, Food Alliance, St. Paul MN, ENC04-080, \$13,645

### Grow Your Farmer's Market

Jerry Jost, Kansas Rural Center, Lawrence KS, ENC03-075, \$54,211

### Sustainable Agriculture Marketing Education for Nebraska

Cris Carusi, Nebraska Sustainable Ag Society, Hartington NE, ENC99-043, \$42,968

### Revitalizing Community Development in the Dakotas

Thomas Hanson, North Dakota State University, Minot ND, ENC98-031, \$64,700

## GRADUATE STUDENT GRANTS

### Small Meat Lockers Working Group

Arion Thiboumery, Iowa State University, Ames IA, GNC07-085, \$9,131

### Sustaining the Family Farm at the Rural Urban Interface: Farm Succession Processes of Alternative Food and Agricultural Enterprises and Traditional Commodity Farmers

Shoshanah Inwood, Ohio State University, Columbus OH, GNC06-070, \$9,995

### Making the Case for Local Food Systems as Economic Development

Sarah Hultine, University of Missouri Extension, Salem MO, GNC05-046, \$9,900

### Assessing the Feasibility of Entry into Entrepreneurial Agriculture for Recent Immigrants in Marshalltown, Iowa

Hannah Lewis, Iowa State University, Ames IA, GNC05-049, \$6,891

### Factors Associated with Support for Local Food Systems: The Significance of Class Position

Molly Bean, The Ohio State University, Columbus OH, GNC04-025, \$8,315

For information on many more SARE-funded business planning projects (1988-2008), search the SARE project database: [www.sare.org/projects](http://www.sare.org/projects)



*This publication was made with funding by USDA's Cooperative State Research, Education and Extension Service.*