Farm Business Plan Template

The following sections include prompts that are meant to help you think of important information to include. You may need to include more information besides answering the questions under the headings.

Business Name

Optional Picture

Company Name:

Owners:

Address:

Phone:

E-mail:

Preparer Name:

Date:

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I. Executive Summary

This should be the last section you write. Summarize the contents of your business plan so a reader will have a good understanding of your business after reading this section.

II. Company Description

Owner/Business Description
Who are you? How many employees do you have? Are you a vegetable farmer or do you raise cattle? Give an overview of your farm business here.

Mission Statement

The Mission Statement communicates the essence of what your farm is all about. A good mission statement is very brief and contains your core values and what you do.

Example:

ABC Livestock Farm, LLC, is a family-owned farm dedicated to fulfilling our customers' needs by producing healthy, superior-quality, all-natural food.

Business Map

Description of your business location and map

Goals

Each of your goals should be SMART:
S - Specific. Make your goals specific and narrow for more effective planning.
M - Measurable. What will prove you're making progress? Reevaluate when necessary.
A - Attainable. Make sure you can accomplish your goal within a reasonable timeframe.
R - Relevant. Your goals should align with your long-term objectives.
T - Timely. Set a realistic, ambitious end-date for task prioritization and motivation.

Short Term Goals

1.

2.

3

4.

5.

Long Term Goals

1.

2.

3.

4.

III. Management Plan

Management and Employees

Owner(s) and Manager**:**

-
-
-

Position 1:

-
-
-

Position 2:

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-
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Position 3:

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Insurance Considerations

Do you have enough coverage? Make sure your insurance carrier is aware of the farming activities you engage in.

Safety Considerations

Consider jobs and activities that may be hazardous. Next, describe how you mitigate the danger: Do you train employees? Do you have any Standard Operating Procedures in place? Do you protect visitors to your farm? How?
If you engage in Agritourism, be sure you are aware of North Carolina's laws governing this enterprise.

Legal Considerations

The following legal considerations are meant as a prompt to get you think about and list the various legal issues that may affect your farm. Every farm is unique, and this prompt is not meant to cover all of the possible legal scenarios.

- How did you set up your business entity? Are you a sole proprietor? LLC?
- Are there any liens on your property?
- Do you need any licenses or certifications for your business? If so, what are they? List their numbers and expiration dates.
- Do you have agritourism visitors on your farm? If so, are you aware of North Carolina laws governing agritourism? Are you in compliance with those laws?

Sustainability

How does your business create financial, community, and environmental sustainability?

Service Providers and Technical Support System

Who do you do business with? Do you work with a business coach? Who do you contact for questions about your crop or product? Detail your support network here.

IV. Products and Services

Item	Estimated Cost to Produce	Competition Price Range (low-high)	Your Product Price

V. Marketing Plan

Demographic Considerations and Customer Analysis

Describe your market. How do demographics inform your customers' product preferences and purchasing behaviors?

Competitive Analysis

Competitor _____

Area or Market: _____

Business or Product Strength	Business or Product Weakness

Competitor _____

Area or Market: _____

Business or Product Strength	Business or Product Weakness

SWOT Analysis
Identify your business Strengths, Weaknesses, Opportunities, and Threats

Strengths	**Weaknesses**
Opportunities	**Threats**

You plan to build on strengths by……

You plan to resolve weaknesses by….

You plan to exploit opportunities by….

Your company plans to avoid threats by….

Promotion

Promotional Channel	Customer Targeted	Cost

Other Promotional Ideas

VI. Financial Plan

First Year Purchases

ITEM	START-UP COST

Second Year Purchases

ITEM	COST

Land and Equipment Presently Owned (list)

-
-
-
-
-

Further description of the financial plan can be found in the following financial statements: Balance Sheet, Income Statement, Monthly Cash Flow Projection

Balance Sheet

The balance sheet is a *snapshot* of your assets and liabilities. It is one of the three main financial statements you'll need to analyze the financial performance of your farm. It consists of assets and liabilities. Comparing the two will give you your net worth (equity) on the date the balance sheet was created.

Example:

ABC Farm Balance Sheet December 31, 2025

Assets			
	Current Assets		(cash or turned into cash < 1 year)
	Cash	5,000	
	Accounts Receivable	1,000	
	Inventory	6,000	
	Pre-paid expenses	2,000	Example: insurance premiums
	Fixed Assets		
	Buildings	100,000	
	Equipment (less depreciation?)	50,000	original cost basis or current market value? Good to know both
	Total Assets	**164,000**	
Liabilities			
	Current Liabilities		
	Accounts Payable	600	
	Notes Payable	10,000	Example: short-term operating loan
	Accrued Expenses	700	Example: payroll
	Long-term liabilities		
	Mortgage	100,000	
	Total Liabilities	**111,300**	
Equity		**52,700**	Equity = Assets - Liabilities
Total Liabilities + Equity		**164,000**	Liabilities + Equity = Assets

Income Statement

The income statement is not a snapshot but describes how much money you made and spent over a *period of time*. It will tell you, on an annual basis (or as needed) whether or not your farm is profitable. The literal "bottom line" of the statement shows your company's net earnings or losses. To help prepare your pro forma (projected) income statement for the 2026 column, review the income and expenses you listed in your application in Section II question 7 – Proposed Financials. Update the numbers you proposed if necessary and include them in the *2026* column.

Example:

ABC Farm Income Statement

		2025	*2026*
Income			
	Sale of crop products	68,000	75,000
	Meat	12,000	15,000
	Market livestock	8,000	12,000
	AgOptions Grant	0	10,000
Total Income		**88,000**	**112,000**
Expenses			
	Seed	500	650
	Fertilizer	2,000	2,500
	Feed	5,000	6,000
	Veterinarian	750	850
	Fuel	1,500	2,000
	Labor	14,000	15,996
	Taxes	5,000	5,500
	Insurance	2,000	2,000
	Utilities	3,600	4,000
	Loan payments	5,000	5,004
	Farmer draw	25,000	30,000
	AgOptions Project	0	12,800
Total Expenses		**64,350**	**87,300**
Net Income		**23,650**	**24,700**

Monthly Cash Flow Projection

The monthly cash budget allows you to see at a glance when money is moving and it will help you plan for seasonal cash shortfalls. In the following example, note how monthly expenses exceed income in January, February, March, and December. How would you plan for this shortfall? Please prepare a pro forma cash flow projection for 2026 (you will be provided with an Excel template).

Example:

ABC Annual Cash Flow Projection 2026													
Cash In-Flow													
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**Total**
Crops				5,000	10,000	20,000	30,000	5,000	2,500	2,500			$75,000
Meat			5,000	4,000						2,000	2,000	2,000	$15,000
Market Livestock											12,000		$12,000
AgOptions Grant	7,500					2,000						500	$10,000
Total Income	**7,500**	**0**	**5,000**	**9,000**	**10,000**	**22,000**	**30,000**	**5,000**	**2,500**	**4,500**	**14,000**	**2,500**	**$112,000**
Cash Out-Flow													
Seed	650												$650
Fertilizer	2,500												$2,500
Feed	1,000	1,000	1,000							1,000	1,000	1,000	$6,000
Vet				850									$850
Fuel	350	150	150	150	150	150	150	150	150	150	150	150	$2,000
Labor	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	$15,996
Taxes	5,500												$5,500
Insurance	1,000						1,000						$2,000
Utilities	500	400	400	300	200	200	200	200	300	400	400	500	$4,000
Capital Expenses		0											**0**
Farmer Draw						15,000	15,000						$30,000
Loan Payments	417	417	417	417	417	417	417	417	417	417	417	417	$5,004
AgOptions Project	2,000	4,500	3,000	3,300									$12,800
Total Expense	**15,250**	**7,800**	**6,300**	**6,350**	**2,100**	**17,100**	**18,100**	**2,100**	**2,200**	**3,300**	**3,300**	**3,400**	**$87,300**
Income - Expense	-7,750	-7,800	-1,300	2,650	7,900	4,900	11,900	2,900	300	1,200	10,700	-900	**$24,700**