

Whole Farm Plan Template



Farm Name: _____

Owners: _____

Location: _____

Date: _____

Values: _____

Vision: _____

Mission: _____

Goals: _____

Marketing

What products are you raising?	Who is your target market?	Who are your competitors? What are your advantages over them?
What channels will you use to market your products?	What makes your products unique to your customers?	

Whole Farm Plan Template, cont.



Operations

What resources do you have?	What resources are you missing?	Who do you need to add to your advisory team? What skills or knowledge do they support your farm with?
How do you plan to obtain or overcome these missing resources?	Who will be doing the work?	

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

Farm Financials

Use the Whole Farm Financial Plan Workbook to complete your farm financials. Follow these steps to put together your financial numbers, use what you have captured on your Enterprise Idea Maps to help determine your numbers.

1. Building enterprise budgets using your Enterprise Idea Maps. Make additional copies of this sheet if you have more than 3 enterprises
2. Move the revenue and expenses from each of these enterprises to the Whole Farm Budget.
3. Add your overhead or fixed cost to this budget.
4. Break down your revenue and expenses into the Cash Flow Budget by month.