

Planning

The resources in this section help beginning farmers define and evaluate their market, crop plans, labor, resources and budget.

- **Enterprise Idea Map**
- **Marketing**
 - Marketing Video Link
 - Market Channels Comparison
 - PFOS Module 2
 - PFOS Module 3
 - Competition Evaluation
 - Evaluating Your Customer
 - WFM Influence of Personality and Lifestyle Goals
 - WFM Marketing Strategy Comparison
- **Operations**
 - Operations Video Link
 - WFM Enterprise Selection Livestock
 - WFM Enterprise Selection Annual Crops
- **WFM Enterprise Selection Perennial Crops**
- **WFM Infrastructure and Equipment Assessment**
- **Resource Inventory**
- **Farm Team Skills Assessment**
- **Activities Timeline**
- **Labor Assessment**
- **Financial**
 - Financial Video Link
 - PFOS Module 4
 - Ag Decision Maker
 - PFI Beginning Farmers Resource Page
 - PFOS Module 5
 - Back-of-Envelope Budget