

Chapter 1 : The Facility Place - RGH Business Plan for 3, calendrierdelascience.com Greenhouse

A Sample Greenhouse Farming Business Plan Template Are you about starting a greenhouse farming business? If YES, here is a complete sample greenhouse farming business plan template & feasibility study you can use for FREE.

Do you need a sample organic farm or greenhouse business plan template? If YES, then I advice you read on. An organic farm business has a potential to grow and succeed because the demand for organically grown farm products is now on the increase. More and more people are turning away from food products grown with fertilizers and other chemicals in favor of organically produced food. This is due to the increasing awareness of the multiple health risks of foods grown with chemicals. Before organic farming became popular, it was done on small, family run farms. But since the demand for organically grown food products is now on the high side, many people are dedicating huge expanses of land to organic farming. Organic farming is friendlier to the environment and is more sustainable compared to newer farming techniques. So, not only can make huge profits from organic farming, but you will also help protect the environment and the planet as a whole. So, if you have spent years growing various plants and produce in your family garden, you can turn your experience into a lucrative business. No formal qualifications are required and you can get started even on a small budget. Here are the steps involved in starting a successful organic farm and greenhouse: Learn more about the business Your first step towards starting an organic farm and greenhouse business is to find out more about the business to have a better understanding of how things work. Running a small farm in your yard is different from running a bigger organic farm. So, you need to understand the extra input required to farm organically in a commercial scale. A good way to start is to contact the owner or manager of an established organic farm. Tell them about your intent to start your own organic farm and greenhouse business. Then ask important questions about the business, starting from questions on how to get started to those on how to manage the business successfully after launch. Learning more about the business will help you understand and avoid the pitfalls and challenges you are likely to encounter as you start your own organic farm and greenhouse business. Even if you do, you still need to specify the type of crops you will grow on your farm. These could be flowers, vegetables, foods crops, herbs, or other plants. Conduct market research to learn what produce is popular in your area. That is, figure out what farm produce sells well. Find out what other farmers in your locality are growing on their farms. This will give you an idea of what consumers in your locality are buying. Defining which specific farm produce you will grow will also help you better prepare your land for it. Write a business plan Important details about your organic farming business will go into your business plan. These include your mission and objectives, your target market, your competition and unique selling proposition, your management plan, and your financial plan. A business plan may not necessarily guarantee the success of your organic farm and greenhouse business, but it will significantly boost its chances of success. Your business plan will serve as a step-by-step guide to setting up your business successfully and running it effectively afterwards. You can find lots of helpful resources online that explain how to write a business plan. You can also search for free business plan templates that you can modify easily. Inspect your farm and resources Chances are that you already have a piece of land to use for your organic farming business. But bear in mind that you need to have quality soil and water because these are the basic things needed by plants to grow well. Check the type of soil on your farm and find out whether it is suitable for growing your chosen types of produce. You also need to check your farm for sunlight penetration. Every inch of your land must get enough sunlight, as this is essential for proper plant growth. Start planting Having taken the previous steps, prepare your land and start planting. You will most likely need to hire some people to work with you while preparing the land and planting your produce.

A business plan may not necessarily guarantee the success of your organic farm and greenhouse business, but it will significantly boost its chances of success. Your business plan will serve as a step-by-step guide to setting up your business successfully and running it effectively afterwards.

Executive Summary Introduction FynbosFarm will be a project built around a highly successful businessman and the development and training of skilled and semi-skilled staff in the hydroponics and instant turf market. The project aim is to carry out intensive and high turnover production, off a small area, while providing work and leadership experience for local women. The company is a combination of cutting edge, high quality, efficient food technology and production. It is committed to the improvement of taste in vegetables and excellent quality and nutritional value. The company will provide education, experience and research in the hydroponic field. It has the experience and extensive knowledge of well-known grower Mike Shelly as a consultant. This project will be KZN-based, and will supply vegetables for the national and international markets, and instant turf for the local market. Products The 4 main crops to be grown will be instant turf, long life tomatoes, cucumbers, and coloured peppers. Financial considerations The company is seeking both short-term and long-term funding to finance the purchase of a new farm and development costs of the project. This will cover startup expenses and first year losses. It is estimated that the company will begin to make a profit in year 2 of operations. The project is expected to begin production within 8 months from start of the first tunnel being erected. The women working on the farm will be organized into intensive work groups, and each group will be paid incentives on production and performances, in addition to the standard wages. Experience in the vegetable industry goes back to Company Summary FynbosFarm will be a partnership of successful businessmen developing a small farm into a highly productive hydroponics and instant turf project. Agriculture Business Plan Sample Hydroponics is the growing of high-quality vegetables in high-tech, multi-span greenhouses. The produce is grown in 15L bags with a medium used to support the root system. The plants are automatically fed nutrients through irrigation systems. The plants are grown in the best suitable growing conditions, which allows each plant to produce the maximum fruit possible. Instant turf will be grown out in open field production. The turf will be irrigated via overhead spray units, using the run-off fertilizer from the multispan tunnels. This fertilizer is highly effective and will provide all the requirements the instant turf will require. The turf will be cut and sold by the square meter, and is harvested with a sod cutter. The company will concentrate on the production of tomatoes, peppers and cucumbers in the tunnels, and in time will pursue more selective vegetables and the fresh cut flower market. Facilities Six large greenhouses enclosing the vegetable area irrigation, fertilization, temperature control and water treatment devices outdoor production of instant lawn pack houses and washbay facilities business office building An additional portion of the operation will be the growing of instant lawn. Local landscape operations have trouble with meeting the demands of instant turf supply, and the company has recognised the need in the market. The largest portion of the start-up requirements is for purchase of the site and construction of the necessary buildings and infrastructure, including well-digging. These are listed below as long-term assets. The start-up period is five months long, and includes construction and one and a half months for growing the first crops, to be sold beginning in July. Products Hydroponics is the production of vegetables in state-of-the-art, temperature-controlled, multi-span tunnels. The structures being used are richelle multi-spans, which come complete with computer temperature sensors, automatic opening and closing vents, automatic misting units and temperature controlled fans. The advantages of growing in high-tech tunnels are: The farm will have the capacity sufficient to produce in excess of 2 kg of vegetables per year. The company will sell between 20 €” 25ha per annum. Research and development The company will seek contact with local and international companies in order to learn about and acquire new hybrids of vegetables that are hardier and grow faster in our local climate. These and other available species and systems will be constantly tracked. In addition to the above, the company will seek contacts at universities and researchers that are involved in greens, and will continue the quest for the best flavoured, large, and firm vegetable throughout the year. Future product plans

In the future the company would like to explore the possibility of flower production. FynbosFarm believes this to be a high revenue venture, which, if successful, could become our number one endeavour. We are also considering the production of bananas. Currently there is a huge shortage of bananas, and the selling price has been above average for the past 2 years. Market Analysis Summary In an era of big-box food stores, when 4 major grocery chains control the purchase of vegetables, the proliferation of open air markets has come out of nowhere, giving more consumers an option to purchase fresh vegetables. FynbosFarm will not only supply the major supermarkets, but also the markets mentioned above. The target customers for instant lawn include nursery and garden centres, landscapers, and private customers. The biggest negative is the start-up costs to erect a fully state-of-the-art project. Therefore, if a project is going to be developed, two major factors need to be taken into account. Due to high quality, vegetables must be sold retail outlets, etc. The project must be able to supply produce all year round; if not, retail outlets will not be interested. The Industry is still small, and therefore a project of this magnitude will create interest among all the major veg outlet markets. At present there are very few big growers, minimizing the competition. The advantage of hydroponics on a large scale is the availability to produce vegetables all year round in large quantities. This immediately becomes a positive factor with major retail outlets and exporters.

Chapter 3 : A Sample Greenhouse Farming Business Plan Template

1 Executive Summary The Greenhouse Project is a Nevada non-profit corporation whose mission is to establish and sustainably operate a community-based greenhouse and garden in Carson City.

RGH Business Plan for 3, sq. Greenhouse Executive Summary This Executive Summary outlines the plan to establish and operate a profitable farm and greenhouse enterprise. The owners of this entity are "doing business as" Nutter Farm. Mission Statement Our mission is to establish and operate a state of the art sustainable farm and greenhouse enterprise. To utilize the readily available natural resources found in typical rural land areas to create sustainable and energy efficient greenhouse structures that support a profitable agricultural produce business. Build a reputation in the local fresh grown produce industry for premium quality vegetables and specialty greenhouse products utilizing highly advanced hydroponic and aeroponic growing systems. Business Background After studying the historical and future trends of agricultural production and demand for premium field and greenhouse grown vegetables and specialty produce the owners see the opportunity to establish a greenhouse enterprise to meet this demand. Management The strength of this new venture is the experience of the owners and knowledge of the local rural based greenhouse industry, The owners have established an extensive network of market trends and related industry needs. They have gained top knowledge of the production and technology techniques important in the greenhouse business. This extensive industry experience has been supported by networking, employees and business contact. Business Structure The business will operate under the business name of Nutter Farm. The business will operate as a general partnership for ease of tax reporting, ease of transferring assets, and control regarding business decisions. There is a high demand for locally grown agricultural products and Nutter Farm will attain premium pricing through direct marketing and industry collaborations. The sustainable development of the planet and the ways we feed the population are major issues confronting the world today. Diminishing water supplies and groundwater contamination from modern agriculture are serious issues facing farmers today. Nutter Farm is dedicated to preserving our natural resources and the environment by promoting a closed system recycling agricultural technology within an integrated renewable energy greenhouse production system. With the agricultural breakthroughs that have come over the past century, planting has become easier than it was before. Two of the breakthroughs, Hydroponics and Aeroponics, have come a long way in developing a sustainable and profitable agriculture and food production that has proven to be successful in greenhouse operations and in developing economic growth. Hydroponic production in the United States has undergone fairly dramatic changes in recent years. And since consumers are asking for these premium tomatoes, and are willing to pay the premium prices for them, growers are stepping up to the plate to provide them. Hydroponic produce is becoming more commonplace in supermarkets throughout the U. Aeroponics evolved from hydroponics. Plants grow better in air. Because the roots are bathed with ideal levels of nutrients, water and oxygen, plants grow significantly faster, are healthier, and have a higher nutrient content. Aeroponics uses a breakthrough technology to grow healthier, more abundant plants in air instead of soil or water. As improvements in growing technologies and growing systems continue to evolve, and as consumers continue to seek healthier and safer food products, the greenhouse industry and technologies such as hydroponics and aeroponics will continue to grow to meet that ever increasing demand. These new trends in hydroponic crop production promises to keep the industry growing strong well into the future. Nutter Farm utilizes a hybrid system which provides Aero-Hydroponic integration. The Nutter Farm hybrid system employs the best elements of hydroponics and aeroponics. Rather than have nutrient pumped in at one end of a gully to flow past roots on its way back to the reservoir, it is instead sprayed onto the net pots at each plant site. Additionally, the drain at the reservoir end of the gully is adjustable, allowing the depth of the film flowing down the bottom of the gully to be varied from very thin all the way up to nearly filling the gully. This adjustability allows seedlings placed in the system to start out under the deep flow technique, and, as their roots grow longer, the depth can be lowered allowing more oxygen to the roots in a hybrid Aero-Hydroponic system.

Chapter 4 : Organic Farm Business Plan

Sample Greenhouse Farming Business Plan Template PDF If you are looking for a sample greenhouse farming business plan template, here is a business plan for starting a greenhouse farm and free feasibility study example you can download.

There are thousands of resources online for produce growers and dozens of ways to keep costs low in constructing and maintaining your greenhouse and marketing your business. Conduct a feasibility study to ensure that the local market is large enough to accommodate another greenhouse business. Consider the amount of local grocers and farmers. Determine the type of crops you want to grow. Conduct market research to learn what produce is popular in your area. Review industry magazines such as Greenhouse Grower, Greenhouse Manager, and GrowerTalks for the latest industry trends. Study your competitors to identify any market holes that your business can fill. Then thoroughly research your produce in order to learn ideal growing conditions, soil, and planting times. Determine the size of your operation. Evaluate what crops you will need to grow in order to turn a profit. Consider whether you will supplement your income with cut flowers or additional produce. You may find that by selling a variety of plants or produce in various sizes, you can reduce space requirements for your greenhouse and cut down on overhead costs. Contact your zoning authority to learn the rules governing your greenhouse. It may be worthwhile to secure land outside of city limits. Choose enough land for your greenhouse business, taking into account the soil, water supply, access to utilities, run-off, slope, and sources of natural shade. If you intend to sell organic produce, your land must be free of pesticides for at least three years. Ensure that you know how your land was used prior to purchasing. In recent years, solar greenhouses have gained in popularity. While all greenhouses collect solar energy, some are better suited for collecting solar energy during the day and storing it at night, allowing farmers to extend the growing season. According to the National Sustainable Agriculture Information Service, passive solar greenhouses are a good, cost-effective fit for small greenhouse owners. Be sure to implement windows to allow for ventilation during excessively hot summer months. Outfit your greenhouse with an irrigation system, fertilizer system, benches, and wire shelving to allow for air flow and fans to evacuate hot air if the temperature gets too hot. Purchase seeds, plugs, or cuttings from wholesale suppliers. Contact local grocers, florists, contractors, nurseries, and farm stores to sell your products.

Chapter 5 : ATTRA | National Sustainable Agriculture Information Service | Question of the Week

*Currently greenhouse vegetable production amounts to *** thousand metric tons with a share of ***% of the overall vegetable production. Cucumbers and tomatoes are the major items growing in greenhouses with shares of.*

Aquaponics , Commercial , Featured Imagine running a business that uses innovative sustainable growing methods, creates zero waste, and gives back to the community with fresh local food. Commercial aquaponics presents an opportunity to do all three, while also being financially profitable with high-value, year-round produce. While an enticing opportunity, planning a commercial aquaponics greenhouse requires a detailed business plan and clear understanding of your goals. Three questions can help clarify the scale, vision and financial goals for your for a commercial aquaponics greenhouse – the first step before detailing a business plan. In warm climates some aquaponics systems are located outside. Most growers, however, depend on year-round greenhouses for added climate control and protection for their systems. First, do you want to manage the day to day operations of a commercial greenhouse? More importantly, do you have the skills to do so? Many growers underestimate the transition from a backyard system to a commercial scale project. It is important to understand that as a growing method, aquaponics is significantly more complicated than a hydroponic or soil-based commercial greenhouse. Instead of managing one ecosystem – the plants – you are managing two more: Sylvia Bernstein tactfully sums this up in her book, *Aquaponic Gardening*: While aquaponics is not too complex once you understand how it all works, you need to grow for a while before you become experienced at recognizing signs of trouble. I can look at the fish and observe their eating habits and tell how healthy they are. I can look at the plants and tell if I have a pH, nutrient or insect problem. I shudder to think what would have happened had I started a large growing operation before honing these skills. Large-scale commercial greenhouses often hire two head growers – one with a specialty in aquaculture fish and one who specializes in horticulture plants. Regardless, identifying who has the knowledge and experience level that is right for your scale is a key first step to planning your commercial aquaponics venture. This strategy can and has successfully worked for some growers. Jerome Peloquin makes this point in his webinar, *Introduction to Commercial Aquaponics* , using a cookie analogy. Say you need to bake a dozen cookies. You would use a package recipe and store-bought ingredients. If instead you had to bake 2, cookies simultaneously, you would need a commercial kitchen, a different recipe, and probably a wholesale supplier. That requires different equipment, knowledge and processes. Similarly, if first investing in a starter greenhouse 1, – 5, sq. One option is to expand incrementally with additional smaller greenhouses. Once this greenhouse is operational and we have an established outlet for our produce to create a more stable cash flow, only then will we continue expand to the next greenhouse. Instead of finding venture capital or large bank loans, we have chosen to personally invest in our own operation. Using our own money is certainly an incentive to watch every penny of the project! It can also lead to inefficiencies with work flow and labor once you have multiple structures. Alternatively, you can transition from a small greenhouse to larger operation by investing in an entirely new structure and hiring an experienced team of growers when you feel comfortable to do so. As you can tell, there is no one right strategy for scaling the business, but rather many pros and cons of different strategies. It will largely depend on how big you want to start and how big you want to go. Like any business, commercial aquaponics greenhouses can be self-funded or financed with loans. Grants, too, are common supplementary income for non-profit and school greenhouses. Which route you choose is a personal decision, tied to your tolerance for risk, financial situation, ability to get loans and desire to be self-sufficient. In the end, these questions come back to why you want to start a commercial aquaponics greenhouse. Some growers require a significant return from their investment. Others are primarily motivated by creating business that supports their community with fresh local food, and are less concerned about the financial return. Whatever your priorities are, it is crucial to evaluate your expected financial return, and diligently create a business plan. If you need assistance in fleshing out the details of a business plan, we recommend utilizing one of the many courses across the country that are tailored to aquaponic greenhouse businesses. Simply search commercial aquaponics course and you will find a long list of possibilities. We recommend choosing presenters with many

years in the business, such as JD and Tawnya Sawyer of Colorado Aquaponics. An idea of returns is important to flesh out early on, as this will greatly impact the scale of your commercial greenhouse. Typically, larger operations are more geared toward profits, due to their greater volume and economies of scale. In his webinar Jerome advises planning a greenhouse larger than 50, sq. Look at the size of their facilities. They are 75, to , sq. That of course introduces a much higher level of risk, which is why we see many commercial aquaponics greenhouse growers selling produce in local markets from a small or mid-size greenhouse. Putting it All Together After answering the questions above, you should have a rough picture of your ideal aquaponics greenhouse business. Do you want to fund and manage a small-scale year-round greenhouse on your own? Or, do you want to get financing and run a large-scale aquaponics farm with a team of growers? Or are you somewhere in between – taking out some loans from friends and family, hiring out some of the work while relying on your own experience to operate and run a commercial greenhouse? When commercial aquaponics entrepreneurs approach us at Ceres , they usually fall into one of these categories, each of which has pros and cons. Small-scale commercial 1, – 3, sq. Growers who are new aquaponics, often creating a small starter greenhouse to gain experience, possibly expanding to a larger operation later. Usually self-funded, these greenhouses do not generate significant profits but can feed friends and family, or supplement a small CSA with year-round produce. Ceres residential aquaponics greenhouse Mid-Size commercial 3, – 10, sq. Growers are often entrepreneurs with some aquaponics or commercial greenhouse experience. They want to expand to a building a sustainable, community-oriented business. The greenhouse is often managed by a few employees, with the owner often having a hands-on or managerial role and often have second jobs. Many growers find supplementary income from non-growing operations, such as consulting, events, classes, etc. A larger greenhouse allows for greater production and a more financially stable business. Markets are typically local restaurants and farmers markets. In these cases, the owner is rarely the main grower. More commonly, the owner is an investor probably one of several. Greenhouses are more advanced and automated, and run by an organized team one or more head growers, and several laborers. Outlets for the produce are large-scale retailers and food distributors. In these cases, the operation is competing with large-scale hydroponic growers along with all the other commercial produce. The size imposes a much greater financial risk. To stay tuned, sign up for our newsletter, or ping us about your commercial greenhouse project.

Chapter 6 : A Guide to Planning a Commercial Aquaponics Greenhouse | Ceres Greenhouse

This sample Greenhouse Business Plan In Nigeria can be used for Grant Applications, Bank Loans, Proposal writing, Business Concept Note, Competitions etc. Greenhouse Business Plan is a lucrative business that needs a lot of strategic Planning to start and a business coach like Dayo Adetiloye to help you start the Implementation.

But with the uncertainty of recent events in the Middle East, the energy crisis, the long term effects of reliance on fossil fuels, and his personal philosophies on conservation, Frank Burns and his wife Kathy, turned this family vegetable patch into a thriving certified organic produce business. Franks Organic Farm is based on the sound principles of conserving natural resources, limiting the carbon footprint, growing, hiring and eating locally grown and prepared foods, and making the world a better place to live in. This unique perspective clearly shows in the quality of the produce, the well cared for gardens, and natural friendliness and ease of its owners. Franks Organic Farm was created to meet the growing needs of a community that shares these same views and is concerned about what they eat and feed their children. CSA is both a marketing strategy and a philosophy. In some cases the members are involved in decision-making of all aspects of the operation; in others the farmer makes all the decisions. Each CSA is as unique to the farmer and the community it serves. Members may pick up their boxes at the farm, at delivery sites, or home delivery may be offered. The purpose of this business plan is to provide a blueprint for near term and long term goals. The business plan will be utilized as a tool to gauge how well the farm is doing in the future compared to their initial goals and keep them on target. The business plan is also a tool for lenders, explaining the need for initial financing, the source and use of funds, and debt repayment capabilities. In order to accomplish this, the farm plans to: Sell 60 shares by Year 2 and have full-time income or 90 shares sold by Year 3. In Year 4, Franks Organic Farm plans to purchase an additional 9 acres for a total of 12 acres. The initial 3 years of operations will provide the excellent credit history and track record necessary for this large purchase. Franks Organic Farm uses only natural and sustainable farming methods, free from pesticides or fertilizers. Natural foods and natural farming methods leaves a smaller carbon footprint while simultaneously improves the health of its customers and its local community. The owners also believe in contributing to their community and the planet by: Local Franks Organic Farm believes that in order for the survival of the planet, we must rely on local resources. Buying from local farmers supports the local economy. Sustainable Living By reducing reliance on energy is better for the planet and conserves our natural resources. Satisfied Customers Happy members ensure repeat business and their referrals grow the business. Superlative Communication “Franks Organic Farm keeps its members current on all aspects of the farm” through its weekly newsletters and blog updates on what is happening during the winter months such as new and exciting vegetable offerings being planted in the greenhouse. Additionally, Franks Organic Farm encourages member feedback and input and has its members complete surveys and questionnaires regarding how the farm is doing and what can be done to improve operations. The vegetables are pesticide free and chemical free and no preservatives are used. Support the Local Economy - Statistically more than 70 percent of the local food supply is grown outside the state. Buying from Franks Organic Farm ensures that its members buy locally and creates jobs that support the local market. Offer Personalized Selections - Franks Organic Farm strives to be the leading CSA farm supplier of choice by providing customized offerings to its members. If, say a member wants a cucuzzi fruit “Franks Organic Farm will grow this item if the soil and temperatures can accommodate this item. By providing foods the customers want and will actually eat cuts down on waste and makes the planet a better place for everyone. Home Delivery - Franks Organic Farm will establish weekly delivery times that are convenient for its customers. This saves customers time and gas money “making everyone happy. Alternatively customers will also have the option to pick up directly at the farm. The company initially sold farm to market then quickly began supporting local restaurants with surplus waste sold at the local farmers market. Frank and Kathy are operating the business as a CSA, a business for the first time this year. The Burns selected the CSA model, in which both the farmer and the members have a mutual interest in the crop. During the off season, the owners of Franks Organic Farm will actively target and market new members, engage in public speaking

events, and complete their forthcoming E Books. Not desiring to re-enter corporate America, and concerned about the environment, global issues and the state of the economy, Frank began expanding his family garden. A shrewd businessman and well known in the community, Frank initially approached colleagues and friends in the local restaurant community. These connections marked the beginning of business for the startup farm and as word of mouth spread, Franks Organic Farm attracted ten other additional restaurants. A graduate of Marquette University in Milwaukee, Kathy has been teaching fifth grade Science for over ten years. The entity is wholly owned by Frank and Kathy Burns. Recently the owners installed a greenhouse with warming lights for early starts. They also invested in a pickup truck Ford F for delivering vegetables to the members. This allows them to market all produce as organic and can also bring higher margins when surplus produce is sold outside the CSA or to restaurants or market stands. The Burns realized that although consumers may not understand all the requirements associated with the organic label such as pesticide control and fertilizers, the consumer is comfortable with the label. This, is one of the keys, they believe which will set Franks Organic Farm apart from its peers. All pre-harvest and harvest supplies have been paid for out-of-pocket. When the owners announced they were becoming a CSA, the news traveled fast and demand for their products was so great that they have already presold percent of their shares for the upcoming growing season. The credit facility will be used to meet operating and cash flow needs for the pre harvest and harvest season. Sheboygan County is located in east-central Wisconsin. Sheboygan County is a one-hour drive to Milwaukee and Green Bay, and less than a 3 hour trip Chicago. Interstate 43 and State Highways 23 and 57 make are the main highways. It has grown 4. The County is expected to continue to grow by a similar rate until when it reaches a population of , It is the second largest municipality in Sheboygan County and one of the fastest growing in the County. Sheboygan County Economic Development Corporation. Shares will be comprised approximately different crops every 8 weeks of in-season produce. Here is an example of types of produce throughout the season: All share sales are sold in advance. A Full Share will provide a family of four vegetables for a week. Likewise, a Half Share provides a week of vegetables for two people. The owners are currently only considering the sale of Full Shares at this time. The Burns will utilize a detailed planting schedule which historically has helped immensely especially in the hectic summer planting season. The detailed guide begins with the plantings that tolerate the coldest spring and these are started in their greenhouse. Summer crops will be shaded with cloths if necessary like spinach for instance. The farmers will plant many tomatoes which are very popular and only some eggplant which is less popular. Other considerations that are detailed in the planting calendar will be the amount of produce that is needed. One way to plant more is to plant smaller amounts more often. Examples include broccoli, carrots, scallions, and summer squash. The Burns have learned that planting these items two or three times during the growing season yields more crop and the surplus can readily be sold at the farmers market. Picking peas is difficult at harvest time, so the Burns always plan to plant surplus to make harvest time worthwhile. It is expected that any surplus can be sold at the farmers market. Plymouth, Wisconsin, reports six CSA entities, of which three represent direct competition for the subject. Frank and Kathy Burns will both actively work and manage the farm. Distribution At Franks Organic Farm, members have the option for home delivery or to travel to the farm on the scheduled pickup day. The home delivery choice is what most members prefer and allows the Burns to deliver the farm fresh produce directly. This distribution method has the least carbon footprint, with one driver and one truck. It is obviously the most intensive for the Burns and with busy summer season, this can be too time consuming for them. Items are delivered in reusable boxes. Alternatively, the members have the option to pick up the produce directly at the farm. The Burns enjoy this option especially during the busy season, because it frees up some of their time. This option requires that the driveway be easily accessible to the members and that the farm appears in good condition at all times. This onsite setup allows members to view firsthand what is growing, the condition of the plants and soil. The members will also be aware of any draught issues for example, and what remediation efforts the farmers are taking to care for the crops. If any shortfalls exist, this mix and match buffet style provides the solution. Just like home delivery, members are given a one box to fill and refill weekly with their selections for the duration of the growing season. The CSA farm concept is all about freshness. On occasion, Franks Organic Farm partners with its neighboring dairy farm and an organic bakery

in town. From time to time members will find fresh cheeses and organic breads in their weekly selection boxes. Franks Organic Farm owners are currently considering joining forces with a local orchard company as well. The orchard will supply apple butter and jams. Within one year, Franks Organic Farm plans to utilize an additional acre and add 30 more families to their growing share program. They plan to add 30 more families shares by Year Three. Franks Organic Farm has long term plans to purchase an additional 9 acres or a total of shares. To support the farm, they will hire apprentice farmers, part-time delivery drivers and a bookkeeper. The Burns would then be able to focus their efforts on crop research, marketing trends and their members. Part of the focus of organic growing is returning back to the community. All employees will earn fair wages for work performed.

Chapter 7 : Hydroponics Farm Sample Business Plan | Entrepreneur

A good business plan accomplished the following:

- Allows new business owners to determine the feasibility of the proposed business
- It is a road map - strategic plan to stay on track and recognize accomplishments.

Responsible for preparing financial reports, budgets, and financial statements for the organization
Responsible for overseeing the smooth running of HR and administrative tasks for the organization
Handles all financial transactions for the company
Defines job positions for recruitment and managing interviewing process
Carries out staff induction for new team members
Responsible for training, evaluation and assessment of employees
Oversees the smooth running of the daily farming activities across the various farming sections.

We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard commercial greenhouse farm that will favorably compete with leading commercial greenhouse farms in the United States of America and in the rest part of the world. As a world class greenhouse farms, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats. Our strength as a greenhouse farm company is the fact that we have healthy relationships with loads of major players agriculture merchants in the agriculture industry; both suppliers and buyers within and outside of the United States. We have some of the latest greenhouse farming machines; tools and equipment that will help us cultivate crops in commercial quantities with less stress. Aside from our relationship network and equipment, we can confidently boast that we have some the most experienced hands in the greenhouse commercial farming line of business. Our weakness could be that we are a new commercial greenhouse farm in the United States; it might take some time for our organization to break into the market and gain acceptance especially from international markets in the already saturated and highly competitive commercial farming industry; that is perhaps our major weakness. Another weakness is that we may not have the required cash to promote our business the way we would want to. The opportunities that are available to us cannot be quantified, we know that everybody on planet earth eat farm produce. We are ready to take advantage of any opportunity that is available in the industry. Just like any other business, one of the major threats that we are likely going to face is economic downturn. Another threat that may likely confront us is the arrival of a new commercial green farm in same location where our target market exist and who may want to adopt same business model like us. Greenhouse commercial farming is rapidly gaining entrance in our world today. Greenhouse farming gives room for greater control over the growing environment of various crops. Dependent upon the technicality and specification of a greenhouse design, some of the important factors which may be controlled include temperature, levels of light and shade, irrigation, fertilizer application, and atmospheric humidity et al. Basically, Greenhouses are used to overcome shortcomings in the growing qualities of a piece of land, such as a short growing season or poor light levels. In essence, they are designed to improve food production in marginal environments. This is so because Greenhouses enable certain crops to be grown all though the year irrespective of the climatic conditions. Greenhouses are increasingly becoming an important factor in the food supply chain of high-latitude countries. Our Target Market Naturally, the target market of those who are the end consumer of greenhouse commercial farm produce and also those who benefits from the business value chain of the agriculture industry is all encompassing; it is far reaching. Every household consumes produce from aquaponics farms be it vegetables, and fruits et al. In essence a commercial greenhouse farmer should be able to sell his or her farm produce to as many people as possible. We will ensure that we position our business to attract consumers of agriculture produce not just in the United States of America alone but also other parts of the world which is why we will be exporting some of our farm produce either in raw form or processed form to other countries of the world. Our Competitive Advantage It is easier to find entrepreneur flocking towards an industry that is known to generate consistent income which is why there are more commercial farmers in the United States of America and of course in most parts of the world. For example, Statistics has it that there were 2. These goes to show that there are appreciable numbers of farmers in the United States of America but that does not mean that there is stiffer competition in the industry. As a matter of fact, entrepreneurs are encouraged by the government to embrace commercial farming. This is so

because part of the success of any nation is her ability to cultivate her own food and also export foods to other nations of the world. Eddie Maslow Greenhouse " Farms, LLC is fully aware that there are competitions when it comes to selling greenhouse commercial farm produce all over the globe, which is why we decided to carry out thorough research so as to know how to take advantage of the available market in the United States and in other parts of the world. We have done our homework and we have been able to highlight some factors that will give us competitive advantage in the marketplace; some of the factors are effective and reliable farming processes that can help us sell our produce at competitive prices, good network and excellent relationship management. Our competitive advantage lies in the power of our team; our workforce. We have a team of hardworking and highly proficient farmers, a team with excellent qualifications and experience in various niche areas in the agriculture industry. Aside from the synergy that exists in our carefully selected team members, we have some of the latest and efficient greenhouse farm machines and equipment and we will be guided by best practices in the industry. Another competitive advantage that we are bringing to the industry is the fact that we have designed our business in such a way that we will operate an all " round standard commercial greenhouse farms that will be involved in diverse areas such as crop cultivation, plant transplant services and food processing and packaging plant. With this, we will be able to take advantage of all the available opportunities within the industry. Lastly, all our employees will be well taken care of, and their welfare package will be among the best within our category start " ups commercial greenhouse farms in the United States in the industry. It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives. In view of that, we decided to set up a standard food processing plant to help us maximize profits. Our sales and marketing team will be recruited based on their vast experience in the commercial farms industry and they will be trained on a regular basis so as to be well equipped to meet their set targets and the overall business goal of Eddie Maslow Greenhouse " Farms, LLC. Our goal is to grow Eddie Maslow Greenhouse " Farms, LLC to become one of the leading commercial greenhouse farms in the United States of America which is why we have mapped out strategies that will help us take advantage of the available market and grow to become a major force to reckon with not only in Huston " Texas but also in other cities in the United States of America and the world at large. Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and companies that rely on raw materials from the agriculture industry who are likely to become our customers. In summary, Eddie Maslow Greenhouse " Farms, LLC will adopt the following strategies in marketing our commercial farm produce; Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, companies that rely on the agriculture industry for their raw materials, hotels and restaurants and agriculture produce merchants et al. Advertise our business and agriculture produce in agro " allied and food related magazines and websites List our commercial greenhouse farms on yellow pages ads Attend related agriculture and food expos, seminars, and business fairs et al Leverage on the internet to promote our business Engage in direct marketing Encourage the use of word of mouth marketing referrals Sources of Income Eddie Maslow Greenhouse " Farms, LLC is in the green commercial farming business for the purpose of maximizing profits hence we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives. In essence we are not going to rely only on the sale of our farm produce to generate income for the business. Below are the sources we intend exploring to generate income for Eddie Maslow Greenhouse " Farms, LLC; Sale of crops such as; cucumbers, shallots, tomatoes, lettuce, capsicum, red salad onions and snow peas, Chinese cabbage, lettuce, basil, roses, tomatoes, okra, cantaloupe and bell peppers, watercress, basil, coriander, parsley, lemongrass, sage, beans, peas, kohlrabi, taro, radishes, strawberries, melons, onions, turnips, parsnips, sweet potato, cauliflower, cabbage, broccoli, and eggplant as well as the choys that are used for stir fries. We have been able to critically examine the agriculture industry cum aquaponics commercial farm business and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some workable assumptions as well with respect to the nature of greenhouse commercial farm that we run. For example, if the climatic condition is unfavorable and if there are natural disasters in the location where you have your commercial farm, then it will directly

affect the prices of your farm produce. We are quite aware that one of the easiest means of penetrating the market and acquiring loads of customers for all our agriculture produce is to sell them at competitive prices hence we will do all we can to ensure that the prices of our farm produces are going to be what other commercial farmers would look towards beating. One thing is certain, the nature of greenhouse commercial farming makes it possible for farmers to place prices for their farm produce based on their discretion without following the benchmark in the industry. The truth is that it is one of the means of avoiding running into loss. The easier you sell off your harvest the better for your business. Payment Options The payment policy adopted by Eddie Maslow Greenhouse Farms, LLC is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United States of America.

Chapter 8 : Starting an Organic Farm & Greenhouse -Sample Business Plan Template

The Cropping Business Plan covers construction cost estimates, projected income and background about the NFT (lettuce or leaf crop) system and production as well at the Bato Bucket. Creating a business plan is a "road map" for not only your banker but also for you as you start up a new business.