

Participant Information
MEASURING PROFITABILITY AND SUCCESS
January 2013

We are looking for farm businesses to participate in a three-year study of farm profitability and success. Project participants will receive free services to help improve their farm businesses — e.g., business counseling, financial management assistance, business/industry advice, and referrals. All participant information collected will be kept strictly confidential, and used only anonymously and solely for the purposes of this project. All educational and training materials developed as a result of this project will be available to participants. We seek farms to begin participation now.

This project is funded through the Research and Education Program of Northeast SARE (LNE11-310). The Project Leader is The Carrot Project. Partners include Bread & Butter Farm in Vermont; Coastal Enterprises, Inc.; Julia Shanks Food Consulting; and UVM Cooperative Extension.

PROGRAM DESCRIPTION AND PURPOSE

The goal of the project is to show how business technical assistance and financing improve a farm's bottom line and lead to farm success. Building on the work of The Carrot Project's microloan funds, project partners will work closely with 30 farmers interested in business and financial management technical assistance and/or financing, with a focus on improving a farm's financial position. Each farmer will be paired with a project coordinator for the duration of the project; together, they will track and discuss changes in the farm business over a two-year period. At the end of the process, the project will produce a report, case studies, and training materials describing when financing and technical assistance are appropriate and useful in improving a farm's financial position.

ELIGIBILITY

- annual gross revenue of \$499,999 or less
- ownership: farm property must be owned or leased by the participant
- preference will be given to family farms, as defined by the [USDA](#)
- participants must be engaged in cultivation of farm, forest, or aquatic products
- participants must be serving markets in New England, New York, or nearby states
- farms that use or are moving toward sustainable or organic production methods are preferred

Yes, I am interested in participating or learning more. Please contact me.

Name: _____ **Phone:** _____

Email: _____

If you would like to learn more, please contact Mark Cannella at (802) 223-2389 or Mark.Cannella@uvm.edu