



Building a Sustainable Business

This course will help you plan for your farm's success. You will learn about the pieces of a business plan, and will work on writing your own business plan. There will be 6, three-hour classroom sessions. Plus, if you wish, an instructor can meet with you at your farm.

Who should attend? People who are thinking of starting a farm, expanding, buying, redirecting, or thinking about a new enterprise on their farm.

You will be able to discuss your business idea with other interested people, flesh out your ideas, and get them down on paper.

The registration fee is \$149. Scholarships are available through the Vermont Small Business Development Center. Please contact Heather Gonyaw, VtSBDC, at 1-800-464-7232, or hgonyaw@vtsbdc.org for scholarship information.

Where and When:

Rutland, Tuesdays, January 5, 11, 19, and February 2, 9, 16

White River Jct., Wednesdays, January 6, 13, 20, and February 3, 10, 17

Chittenden, Thursdays, January 7, 14, 21, and February 4, 11, 18

All classes will run 1-4 pm.

Instructors will include Steve Paddock, Vermont Small Business Development Center; and Glenn Rogers and Dennis Kauppila from UVM Extension.



Sponsored in part by
USDA Risk Management Agency

Vermont Small Business Development Center is a partnership program with the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through its funding does not constitute an expressed or implied endorsement of any of the co-sponsors' or participants' opinions, products or services.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture. University of Vermont Extension, Burlington, Vermont. University of Vermont Extension, and U.S. Department of Agriculture, cooperating, offer education and employment to everyone without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or familial status.



The course will cover:

We will be using the book “Building a Sustainable Business,” from the MN Institute for Sustainable Agriculture, www.misa.umn.edu/vd/bizplan.html

- **Values-** What is important to you?
- **Farm history/current situation** -Where are you now? Strengths, Weaknesses, Opportunities, Threats
- **Vision, Mission, Goals-** Where do you want to go?
- **Strategic Planning-** What routes will take you where you want to go? Markets, product, competition, distribution, packaging, pricing, promotion
- **Present, Implement and Monitor your Business Plan-** Which route will you take? How will you check progress?
- **Four key management areas-**



Marketing



Operations



Human Resources



Finances

For information or to register, contact Mary Straight at 1-800-545-8920 x 2100 or <mary.straight@uvm.edu> by December 14, 2009.

If you require accommodations to participate in this program, please contact Mary Straight at 1-800-545-8920 x 2100 by December 14, 2009.