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.
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.