

Business Planning for Agritourism Enterprises: Closing Session

Moderator: Lisa Chase, University of Vermont Extension

Panelists: Will Culler, Clemson;
Curtis Mahnken, Center for Farm Financial Management;
Lindsey Pashow, Cornell Cooperative Extension

*This material is based upon work supported by USDA/NIFA
under Award Number 2021-70027-34693.*



We covered a lot in 6 weeks!

- 1 - Business Description (Curtis)
- 2 - Operations (Lindsey)
- 3 - Marketing (Will)
- 4 - Management & Organization (Will)
- 5 - Financials (Curtis)
- 6 - Executive Summary (Lindsey)



Who is here today?

- POLL: Describe yourself?
- POLL: How is the business planning going?
- Introduce yourself in chat



Homework:

- Continue to work on your business plan
- Invite someone to review your plan
- Sign up for a one-on-one consultation
- Celebrate your accomplishments to date!



Support for AgPlan Business Planning

Contact the Center for Farm Financial Management

- Call (612) 625-1964 (US phone number)
- Email: cffm@umn.edu
- Web: cffm.umn.edu

Recordings and resources are online
<https://go.uvm.edu/agplan>



Thanks for joining us!

PLEASE TAKE THE POST-
WEBINAR SURVEY HERE:



*This material is based upon work supported by USDA/NIFA
under Award Number 2021-70027-34693.*

