

# Maple Business Plan

FBWS 027 - 11/18

Mark Cannella, Farm Business Specialist

## Values and Mission

Personal: \_\_\_\_\_

Economic: \_\_\_\_\_

Community/Social: \_\_\_\_\_

Environmental: \_\_\_\_\_



## Production Assessment

Forest Resource: \_\_\_\_\_

4 Year Average Yield: \_\_\_\_\_ per tap

Average Vacuum Level: \_\_\_\_\_ " Hg

Current System Status: \_\_\_\_\_

Key Practices: \_\_\_\_\_

Improvements Needed: \_\_\_\_\_

## Production Risk

Major Risk Factors: \_\_\_\_\_

Steps to Reduce Risk: \_\_\_\_\_

Food Safety: \_\_\_\_\_



## Finances

New Investments	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Financial Goals: \_\_\_\_\_

Biggest Costs: \_\_\_\_\_

Cost of Production: \$ \_\_\_\_\_ per gallon

\$ \_\_\_\_\_ per pound



This material is based upon work supported by USDA/NIFA under Award Number 2015-49200-24225.



## CULTIVATING HEALTHY COMMUNITIES

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. Any reference to commercial products, trade names, or brand names is for information only, and no endorsement or approval is intended.

COLLEGE OF AGRICULTURE AND LIFE SCIENCES

### Market Assessment

**Product Features:**

- \_\_\_\_\_ ● \_\_\_\_\_
- \_\_\_\_\_ ● \_\_\_\_\_
- \_\_\_\_\_ ● \_\_\_\_\_

Price Maker    or    Price Taker

**Current Outlets:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Competition:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



### Market Plan

**Promotion/Message:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Target Customer:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Pricing:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Sales Target/Gross Sales Goal:** \$ \_\_\_\_\_

\_\_\_\_\_

### Decisions Made

- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_

### Ongoing Research - Analysis

- ? \_\_\_\_\_
- ? \_\_\_\_\_
- ? \_\_\_\_\_
- ? \_\_\_\_\_

## Implementation Plan

Task Description	Responsible Person	Timeline
Short Term (0-12 months) :		
Short Term :		
Short Term :		
Mid Term (2-3 yrs)		
Mid Term (2-3 yrs)		
Mid Term (2-3 yrs)		