

Gittin' There Farms

*Your Source for Local Organic Produce*

1011 Hwy 11

Ruraltown, GA

Business Plan for Farm Expansion

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# Table of Contents

Executive Summary .....	1
Business Description.....	1
Ownership Structure.....	1
Operations .....	1
Products .....	1
Marketing Plan.....	2
Management & Organization.....	2
Financial Plan.....	2
Historical Performance .....	2

# **Executive Summary**

Gittin'There Farms is a 14 acres family farm that had not been farmed for 10 years until the younger generation took it over. The farm currently grows vegetables on two acres that are sold at a local farmers market. John Doe farms full time. Jane, his wife, works in the local school system. The farm is making a small profit but wants to expand the business to allow the wife to also work full time on the farm. Market research shows there is a strong demand for locally grown, certified organic produce by high end groceries. The farm has 12 acres that can be certified and put into production to meet this demand; however, we will need to expand its infrastructure and will need financing to purchase the needed equipment. We project we can increase our profits by 20% and generate enough income to allow Jane to work on the farm.

## **Business Description**

### **Ownership Structure**

Sole Proprietorship.

## **Operations**

### **Products**

The vegetables are certified organic. Currently we grow up to 20 crops in a given year, though typically 6-10 in a season with several varieties of each crop. In spring/summer our crops are squash, cucumber, snap beans, southern peas, tomatoes, peppers, eggplant, sweet corn and sweet potatoes. Fall and winter crops include greens, broccoli, potatoes, beets, carrots and green onions. The field is divided into eight 1/4 acre plots that have a complex rotation between plant families and summer and winter cover crops. In addition to grain and legume cover crops, some part of the fields is sown to buckwheat and/or sweet alyssum for pollinator and beneficial insect habitat. Strips of sunflowers are planted and harvested to give to customers at the farmers market.

We plan to expand to another 12 acres, which is divided into four 3-acre fields in a simplified rotation that focuses on a wholesale market. Major crops for this field are fall greens, spring lettuce, snap beans and hard squash, summer sweet potatoes and sweet corn and fall-planted onions. We have chosen these crops because we have experience with growing them, most of these are easily direct seeded, and our market research indicates there is demand. In addition, the greens, snap beans, and corn can all be cooled using a hydrochiller. The onions, sweet potatoes and hard squash can be cured and have easy storage requirements for wholesaling. These major crops are interspersed with cover crop to maintain soil organic matter, suppress weeds and provide nitrogen as required by the USDA National Organic Program. This rotation gives us summer income from sweet corn, fall income from sweet potatoes and fall greens, and spring income from lettuce, snap beans, and hard squash.

## **Marketing Plan**

## **Management & Organization**

## **Financial Plan**

## **Historical Performance**

How do I find this data?