1. Which of these would be considered an opportunity that might be identified in a SWOT analysis?
   1. WalMart announced a program aimed at purchasing more locally grown tomatoes.
   2. The Smith Farm has a field that is fairly level and has good soils that would be good for crop production.
   3. The pesticide Ms. Smith used on her green beans had been banned by the US EPA.
   4. None of the above.
      1. Ans: a
2. One way to determine how much product you would be able to sell is to:
   1. Survey people at the local farmers market
   2. Call the local school nutrition director
   3. Interview a produce broker or produce buyer for a grocery chain
   4. All of the above
      1. Ans: d
3. What is the fundamental accounting equation for a balance sheet?
   1. Liabilities = Assets + Equity
   2. Assets = Liabilities + Equity
   3. None of the above
      1. Ans: b
4. The balance sheet is used to understand:
   1. A farm’s financial health
   2. Accounts receivables
   3. Inventory
   4. All of the above
      1. Ans: d
5. Which of the following would be considered a liability?
   1. Truck Loan
   2. Invoice from Page Seed Co.
   3. Mortgage on the Dairy Barn
   4. All of the above
      1. Ans: d
6. The income statement shows a farms:
   1. Net income (Profit or loss)
   2. Total Sales
   3. Total Expenses
   4. All of the above
      1. Ans: d
7. Which of these (revenues, inventory, expenses and cost of sales) can be found on the income statement?
   1. Revenues, inventory, expenses and cost of sales
   2. Revenues, expenses and cost of sales
   3. Revenues and expenses
   4. Revenues, expenses and inventory
      1. Ans: b
8. The cash flow statement shows a farms:
   1. Solvency
   2. Profitability
   3. Depreciation
   4. Inventory
      1. Ans: a
9. It is possible to be profitable and still have poor cash flow?
   1. True
   2. False
      1. Ans: a
10. Which of these items are records that you need to keep?
    1. Fertilizer receipts
    2. Produce sale invoices
    3. Utility bills
    4. Hours worked
    5. All of the above
       1. Ans: e
11. Why do you need to keep records for your farm?
    1. Preparation of tax returns
    2. Monitor the progress of the farm business
    3. Keep track of expenses
    4. All of the above
    5. None of the above
       1. Ans: d
12. Examples of good recordkeeping methods are:
    1. Quick Books, Veggie Compass or Excel spreadsheet
    2. One-Write System or ledger paper
    3. A shoe box full of scraps of paper
    4. a and b
    5. All of the above
       1. Ans: d
13. Which business entity would not protect any personnel assets if there was a liability problem on the farm?
    1. Sole proprietorship
    2. LLC
    3. Corporation
    4. Partnership
       1. Ans: a
14. A trade name should be checked to see if it is available for use with Federal register of names patented and trademarked, Georgia State Department and a general internet search.
    1. True
    2. False
       1. Ans: a
15. Two reasons a business plan is important are:
    1. It forces you to focus and it gives you benchmarks to know if you are succeeding
    2. It is needed to sell directly to consumers and it is needed to buy supplies like fertilizer
    3. It makes a good bookend and it can be used to start a campfire
       1. Ans: a
16. The components of a business plan needed for a loan application are:
    1. Farm pictures, Checkbook and Character witness
    2. Narrative, Financials and Supporting Documents
    3. Narrative and Farm Pictures
       1. Ans: b
17. Which of the following are resources to help you get financial projections done:
    1. Growers association
    2. Small Business Development Center
    3. Local tarot reader
       1. Ans: b
18. Which is a correct statement about the markets you may choose to sell:
    1. Selling products wholesale will require more products and will bring a higher price
    2. CSAs are easy because you receive cash upfront and it doesn’t matter if you deliver the products
    3. Direct sales to consumers through farmers markets or CSAs require producing many high quality crops but generally receive a higher price
       1. Ans: c
19. Social media such as Facebook and Twitter are a good marketing tool.
    1. True
    2. False
       1. Ans: a
20. Cucumbers can be washed, sliced, and sold at farmer’s market without needing any licenses or permits.
    1. True
    2. False
       1. Ans: b
21. You have to have the USDA Organic certification to receive a price premium for certified organic products in a wholesale market.
    1. True
    2. False
       1. Ans: a
22. Several strategies to reduce risk for your farm business may be:
    1. Not training workers and leaving equipment near where teenage boys can play on it
    2. Growing one crop, being a sole proprietorship, relying on one market
    3. Liability insurance, crop diversity, food safety training and keeping a day job
       1. Ans: c
23. Three actions you can take to keep your identity and data safe are:
    1. Anti-virus software
    2. Strong passwords
    3. Installing software updates
    4. a and b
    5. All of the above
       1. Ans: e