

Getting Started in Small-Scale Farming Questions to Consider

Rationale

1. Why do you want to farm? Why do you want to get into the farming business?
2. What crops/products do you want to produce?
3. Where will you market your products?
4. To whom will you market your products?
5. What are your skill and knowledge levels in crop production and farm management?
 - a. How will you gain those skills and knowledge?
6. What are your goals for your farm enterprise(s)?
7. What are the obstacles to reaching your goals?

Mission/Vision

1. What is the mission for your farm?

Mission: organization's purpose, product, customer orientation, business philosophy & values, uniqueness

2. What is your vision for your farm?

Vision: What business are you in? What are your most important business goals? Where is your business going? Where will it be in five years?

Economics

1. How much can you invest in money, time, & labor?
2. How much upfront capital investment can you put into this enterprise?
3. How many others will invest? How much?
4. How long can you wait for an ROI (Return on Investment)? Time to production for your crops?
5. How much profit do you need?
6. How much salary do you need to pay yourself ?