



10 Principles for Maintaining & Expanding an Enterprise

**Shermain Hardesty, Cooperative Extension Specialist
Agricultural & Resource Economics, UC Davis
& UC Small Farm Program**

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Farm Management Areas

- Production
- Marketing
- Financial
- Regulatory Compliance
- Human Resources

Production Management

- Focus on your priorities and recognize your opportunity costs
 - Remember your time is finite and is worth money
- Measuring your inputs carefully can benefit you financially, as well as the environment



Marketing Management

- Review and revise your marketing plan regularly
 - Diversify your market channels by seeking synergies
- Differentiate yourself by tell your story to your customers
- Utilize social media

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Financial Management

- Use subscription/club marketing to generate some operating capital
- Monitor your financial performance
 - Keep records to track your revenues and costs
 - Examine trends yearly in your financial performance



Regulatory Compliance for Fruit & Vegetable Growers

- ***Incrementally*** implement a food safety program
 - 5 Areas
 - **Water management:** Pre- & Post-harvest
 - **Waste management:** Manure & Compost
 - **Wildlife management:** Intrusion & Fecal
 - **Worker management:** Hygiene & Training
 - **Recordkeeping & Traceability**

Food Safety Program

- See Small Farm Program website for samples
http://sfp.ucdavis.edu/food_safety/
 - 7 page template
 - USDA's Good Agricultural Practices Good Handling Practices Audit Verification Checklist(GAPs/GHPs)
- For smaller producers, 3 sections of USDA GAPs/GHPs are most likely to apply
 - 1. General Questions
 - 2. Farm Review
 - 3. Field Harvest & Field Packing Activities

Human Resources Management

- Consider collaborating with others to coordinate your activities
- Take care of your body and your soul



Summary

- Stick with your priorities and recognize your opportunity costs
- Measure your inputs carefully to benefit yourself financially, as well as the environment
- Review and revise your marketing plan regularly
- Utilize social media

Summary

- Use subscription/club marketing to generate some operating capital
- Monitor your financial performance
- Incrementally implement a food safety program
- Collaborating to coordinate your activities
- Take care of your body and your soul