

DEVELOPING A BUSINESS PLAN

A business plan will cover the crops grown, evaluate market size and potential sales, capital costs required to set up the facility, and estimate returns. It will integrate written goals with marketing, production and financial targets into a management strategy for the operation. A business plan will outline what you have to do to make your business successful.

The BCLNA and the BCMAL produced a publication titled *Preparing a Business Plan – Wholesale Nursery Example* that is designed to assist new producers to create a business plan using a step-by-step process. The document is available on the [BCMAL's web site](#). The authors of the document presented the following four benefits of preparing a business plan³¹.

1. “It can improve performance by identifying both strengths and weaknesses of operation, and potential problem areas.
2. It can provide a solid basis for measuring performance.
3. It establishes a framework for making key decisions in ongoing management and in evaluating new opportunities.
4. The plan and the process can be used to educate and motivate employees.”

A business plan is invaluable for communicating information about your business to others, such as money lending institutions, which often require a business plan for small business loans.

The Farm Credit Corporation helps farmers to access capital to start or expand an existing business. The Corporation supports primary producers through all three lines of their business – farm finance, agribusiness and alliance partnerships. For further information about these programs, contact Farm Credit Canada at 1-888-332-3301 or review their [website](#).

The Ministry of Agriculture and Lands does not provide producers with grants to assist them to start or expand a farm business.

³¹ P. Davidson. *Preparing a Business Plan, A Guide for Agricultural Producers – Wholesale Nursery Example*, 1996. BC Nursery Trades Association and the BC Ministry of Agriculture, Fisheries and Food.