## Building a Plan for Success

Robert Tigner, Regional Ag Economics Educator

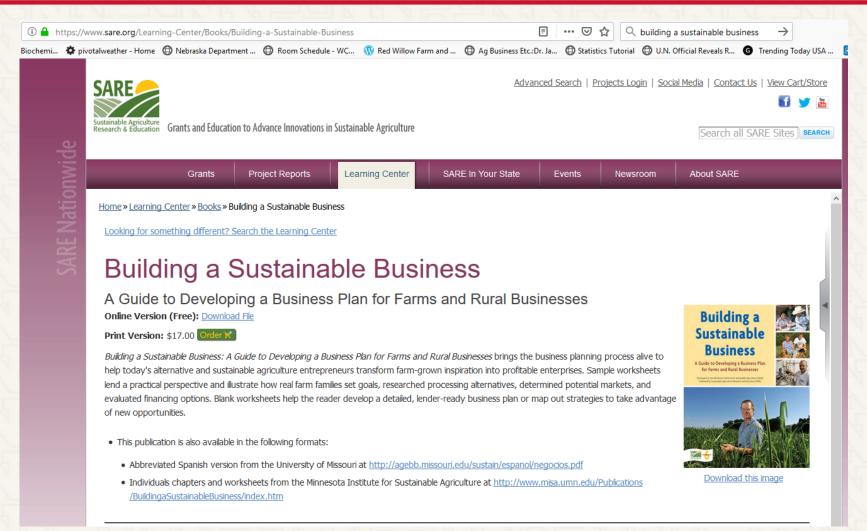








## Planning guides-1



## Planning guides-2



## IOWA STATE UNIVERSITY Extension and Outreach

Ag Decision Maker

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#### Business Development > Starting a Business > Business Development Process

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Crops

Livestock

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Business Development

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#### Meet the author

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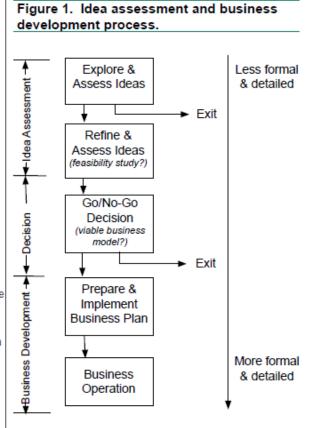


#### Idea Assessment and Business Development Process

An important aspect of successful business development is to follow a process of how you will assess a business idea or concept (project), decide whether to move forward with the project and build a business if it is decided to move forward. The five steps below help outline a simple process you can follow. The steps are not a rigid structure to follow. Rather they identify issues you need to address and when to address them.

If you do not follow a process, you will find yourself going in circles and revisiting the same issues over and over without making progress. In addition to wasting time, the frustration may cause you to make poor decisions that can haunt you later.

Following the steps above does not guarantee business





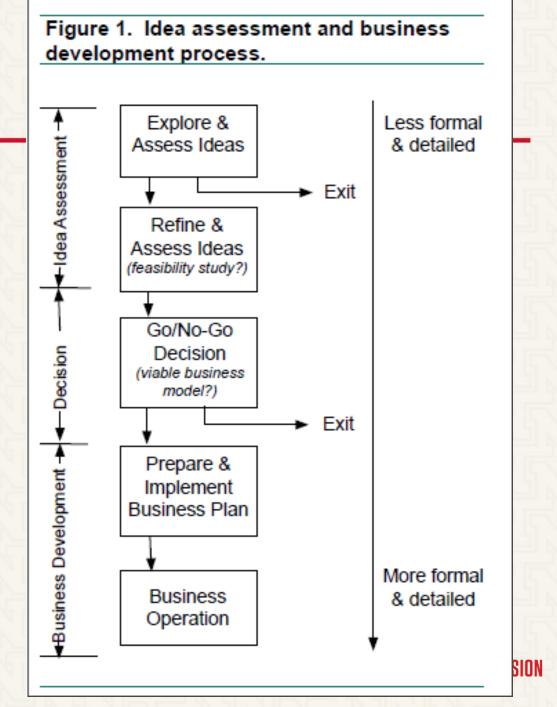
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success. However, it can greatly increase your chances of success.

## Business Development

#### Source:

https://www.extensi on.iastate.edu/agdm /wholefarm/html/c5-02.html

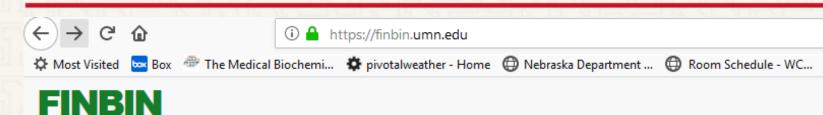


### Explore-assess an Idea

- Is the idea financially and logistically viable
  - Finbin: https://finbin.umn.edu/
    - Real financial data
  - Organic budgets
    - Ag Decisionmaker
  - What resources are available for the idea?
    - Can they be rented if not owned
    - Is there a marketing chain
  - Are the operational skills available?
- Continue to refine:
  - Slow thinking vs. fast thinking
- Go-No Go decision



### **Finbin**



#### **Generate a Summary Report**

WHOLE FARM

**CROP** 

LIVESTOCK

**Generate a Benchmark Report** 

WHOLE FARM

**CROP** 

LIVESTOCK

**Compare Your Farm** 

**FINANCIAL RATIOS** 

#### Welcome to FINBIN

FINBIN is one of the largest and most accessible sources of farm financial and livestock financials at your fingertips.

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With just a few clicks of the mouse, you can see reports such as:

- · Soybean cost and returns by tillage system
- . Dairy cost and returns by size or location of herd
- Farm financial standards measures by type or size of farm

The possibilities are endless. Select Whole Farm Reports, Crop Reports, or Liv

#### 2017 Minnesota Financials Are In!

Minnesota farmers experienced their fifth consecutive year of low profitability in 2 income were largely driven by low profits and losses for cash crop farms, while 2.2% return on investment. Across all farm types, almost one-third of farms lost

You can use FINBIN's summary reports to see the financial results for all farms

### **NE Farm Business**



https://nfbi.net/



## Business plan description

- History and business overview
  - Business organization
  - Mission statement
  - Goals
  - Available resources
- Market analysis
- Financial projections
- Risk management plan
- Personnel plan



### **Critical Control Factors**

- Marketing plan
- Financing
- Logistics
- Cost control



## Income needs beyond COP

- Repay loans
- Family living
  - Size farm or enterprises large enough to produce enough for family living.
- Income and social security taxes, if not in family living



## Tools for Planning



## Finpack



Coasting Farms
Dairy Expansion

EXECUTIVE SUMMAR	RY		Base Plan	Alt. 1 Sell Steers	Alt. 2 Expand to 65 Cows	Alt. 3 Expand to 100 Cows SellHogs
Total crop acres			290	290	290	290
Total labor hours			4,877	4,695	5,245	6,502
Change in farm assets			-	-30,135	-3,135	190,365
Change in farm liabilities	5		-	-28,427	-1,427	195,073
Crop Plan	Yield/Acre	Share				
Corn, Feed	130.0 bu.	100 %	58.0	58.0	58.0	53.0
Corn Silage	18.0 ton	100 %	16.0	11.0	13.0	20.0
Oats, with alfalfa	65.0 bu.	100 %	15.0	16.0	16.0	15.0
Hay, Alfalfa	4.0 ton	100 %	61.0	65.0	63.0	62.0
Corn, Feed	130.0 bu.	60 %	70.0	70.0	70.0	70.0
Soybeans	38.0 bu.	60 %	70.0	70.0	70.0	70.0
Livestock Plan	Unit	Sales/Unit				
Dairy	Cow	18750 lb.	55.0	55.0	65.0	100.0

## Finpack

FINANCIAL STANDARDS MEASURES				
Liquidity				
Current ratio	1.56	1.90	1.77	1.52
Working capital	39,035	37,327	34,231	26,931
Working capital to gross revenue	16.8 %	18.4 %	15.1 %	9.8 %
Solvency				
Farm debt to asset ratio	32.0 %	29.0 %	32.0 %	47.9 %
Farm equity to asset ratio	68.0 %	71.0 %	68.0 %	52.1 %
Farm debt to equity ratio	0.47	0.41	0.47	0.92
Profitability				
Rate of return on farm assets	2.9 %	3.1 %	3.6 %	3.7 %
Rate of return on farm equity	1.3 %	1.5 %	2.0 %	0.6 %
Operating profit margin	12.7 %	12.9 %	14.5 %	16.4 %
Net farm income	30,924	31,592	34,340	29,782
EBITDA	64,302	64,086	69,341	83,608
Repayment Capacity				
Capital debt repayment capacity	37,554	37,990	42,599	59,129
Capital debt repayment margin	10,128	10,564	8,375	846
Replacementmargin	6,573	7,010	8,375	846
Term debt coverage ratio	1.37	1.39	1.24	1.01
Replacement coverage ratio	1.21	1.23	1.24	1.01
Efficiency				
Asset turnover rate	23.1 %	23.8 %	24.7 %	22.7 %
Operating expense ratio	72.4 %	68.4 %	69.5 %	69.6 %
Depreciation expense ratio	8.6 %	9.8 %	9.0 %	9.1 %
Interest expense ratio	5.7 %	6.2 %	6.4 %	10.5 %
Net farm income ratio	13.3 %	15.6 %	15.1 %	10.8 %

## Cash Flow Tools: Ag Decisionmaker



shown in Example 1.

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### SARE



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### **Livestock Marketing Channel Assessment Tool**

Online Version (Free): Download File

The Livestock Marketing Channel Assessment Tool (LMCAT) was developed by Cornell Agricultural Marketing Specialist Matthew LeRoux based on case studies that he completed on four New York farms. The LMCAT helps livestock producers evaluate and improve their marketing so that they know which marketing channels are most profitable. The tool will also help producers formulate the price that a given channel must pay in order to deliver the desired returns.

# What is the right income split between the herd owner and cowboy/cowgirl?



### Discussion paper



Institute of Agriculture and Natural Resources EC841

### Beef Cow Share Lease Agreements

Aaron L. Berger, Extension Educator







#### Introduction

Cow-calf enterprises require large investments in capital, labor, and management. These capital investments in breeding livestock, facilities and equipment, feed, and other inputs can keep some individuals from being in cow-calf production. Capital investments are commonly shared among two or more people to reduce one person's capital requirements. A cattle share lease is one way to reduce an operator's capital needs. Typically, these leases provide the

operator and owner based on what each person contributes to the production of the calves. The operator typically supplies land, labor, some of the management, and other inputs. The major economic difference between a cash lease and a share lease is that a cash lease "rents" the cows for a set cash price for a period of time, whereas a share lease guarantees each person a portion of the year's calf crop. These lease agreements differ as to which person bears risk. In a share lease agreement, the cattle owner receives a share of the calf crop and therefore shares both the production and



## Share lease example

#### Sample Cattle Share Lease

The following is a sample lease. Many of the topics discussed in this publication are outlined in the following lease. It is important to understand that this is only a sample and it is necessary to develop a lease that is unique to individual situations.

	This agreement is made and entered into this day of, 20 by and between the following parties:
	Cow Owner (lessor):
	Ranch/Operator (lessee):
I.	Operator desires to lease from the Owner head of (type of livestock) from (date) to (date). During the term of this lease the Operator agrees to take custody of said livestock, to properly breed, graze, pasture, feed, maintain, and care for the same, and to raise the calves produced thereof and therefrom, all at Operator's expense. This agreement shall automatically renew for succeeding one-year periods if neither party gives notice of termination within days of expiration of this Agreement. Such renewal shall be noted at the end of this Agreement by noting the year of renewal, the initial number of cows, and the signature of both parties signifying acceptance of the renewal terms as well as acceptance of all other terms and conditions contained within this entire Agreement. (This lease may also expire if the lease is under the terms of a transfer from Owner to Operator, and the Owner's share of the cow herd has decreased to zero.)
II.	Any barren, open, or unproductive cows will, at Owner's option, be returned to Owner or delivered to the sale barn of Owner's choice for sale. Thereupon Owner shall have the option to replace any such barren, open, or nonproductive cows during the term of this Agreement with replacement cows, which have been bred or are suitable for breeding. Owner shall have the right to place additional stock cows in the custody of Operator under the terms, conditions, and covenants of this Agreement upon the consent of Operator.

- III. Division of the calves. Operator is to receive 70 percent of the calves and Owner is to receive 30 percent of the calves. Unless otherwise mutually agreed, the calves will be split with a gate cut. The Owner receives the first 30 percent of calves that walk through the gate. Division of calves is to be done annually or more frequently if necessary and mutually agreed. It is mutually agreed that the division is to be done at weaning time, when the calves are at an age of approximately six months or a weight of approximately 400 pounds. Division may also be done when calves are to be sold.
- IV. Operator agrees that all fences, corrals, enclosures, sheds, and such shall be kept in good repair and that they will retain the cattle. Operator also agrees that all corrals, lots, and pastures shall be kept free of debris, trash, and other objects that could be reasonably assumed to be harmful to cattle.
- V. In the event of the death of an animal owned by the Owner while in possession of the Operator, Operator agrees to present to Owner a picture(s) of the deceased animal with identification, that portion of the hide containing the brand or a certificate from the rendering company stating the brand on the deceased animal. In any event, Operator agrees to notify Owner in writing of any death, emergency, or unusual event as soon as possible.



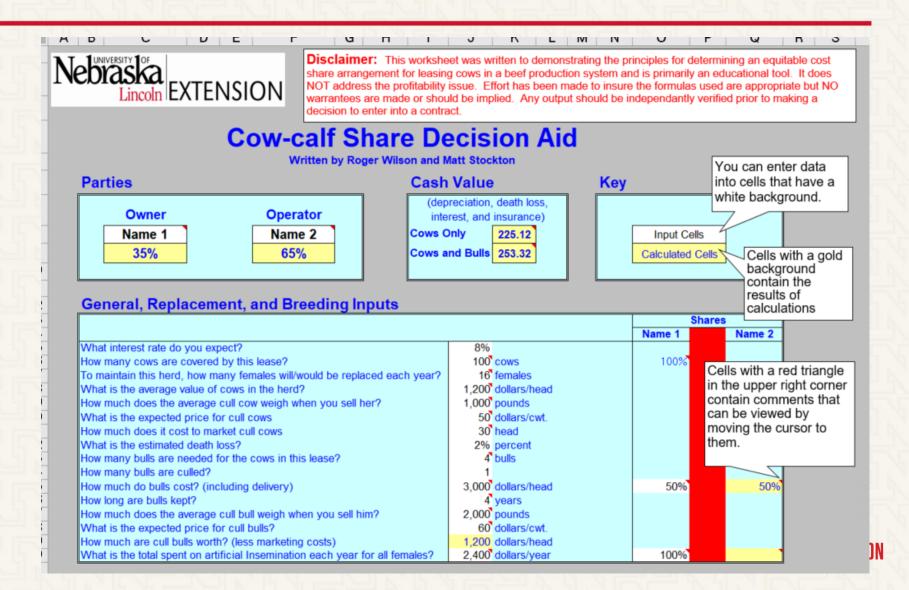
# Calculations Tool

**Ag Economics** 

TITLE	FILE	SIZE	POSTED
Breakeven Cow-Q-Lator for Feeders or Cull Cows	XLS	145 KB	6-9-16
Corn Stalk Grazing Calculator	XLS	145 KB	6-9-16
Cow-Calf Share Lease Cow-Q-Lator	XLS	198 KB	6-9-16
Cow-Calf Cost Cow-Q-Lator	XLS	357 KB	6-9-16
Feed Cost Cow-Q-Lator	XLS	195 KB	6-9-16

extension.unl.edu/st atewide/westcentral /ag-economics/

## System parameters



## **Operating Inputs**

Budgeted Amounts and Shares							
				Name 1		Name 2	
	Amount	Price	Cost/Cow	Share	Amount	Share	Amount
Feed Costs				*		**	
Growing Season Grazing (Pairs)	6 months	35.00 / mo.	210.00			100%	210.00
Growing Season Grazing (Cows)	months	/mo.					
Dormant Season Grazing (Pairs)	months	/mo.					
Dormant Season Grazing (Cows)	3 months	18.00 / mo.	54.00			100%	54.00
Crop Residual (ie. Corn stalks)	60 days	0.40 / day	24.00			100%	24.00
Irrigated Pasture	months	15.00 / mo.					
Hay	0.5 ton	65.00 / ton	32.50			100%	32.50
DDG	pounds	7/ton					
Corn	bu	/bu.					
Supplement	20 lbs	220.00 / ton	2.20			100%	2.20
Salt & Mineral	60 lbs	0.05 /lb.	3.00			100%	3.00
Other	•	•	1				
Estimated Bull Feed Costs			20.84			100%	20.84
Total Feed Costs			\$ 346.54		\$ -		\$ 346.54
Other Cash Costs							
Veterinary and medicine			20.00	50%	10.00	50%	10.00
Cash costs on bldgs & equip			3.00			100%	3.00
Misc cash cost -Name 1			5.00	100%	5.00		
Misc cash cost -Name 2			6.50			100%	6.50
Al Costs			24.00	100%	24.00		
Estimated Other Bull Cash Costs			2.21	43%	0.96	57%	1.25
Int. on pur. feed & cash costs 0.5 yr.	252.38	8.00%	10.10	8%	0.80	92%	9.30
Total Other Cash Costs			\$ 70.80	58%	\$ 40.76	42%	\$ 30.04
Total Labor Costs	6.5 hrs	\$15.00	\$ 97.50			100%	97.50
Total Operating Costs			\$ 514.85	8%	\$ 40.76	92%	\$ 474.09
Cow and Bull Ownership Costs							
Cow Depreciation			116.80	100%	116.80		
Cow Death Loss			21.66	50%	10.83	50%	10.83
Interest on Cows	######	8.00%	86.66	100%	86.66		
Bull Depreciation			18.00	50%	9.00	50%	9.00
Bull Death Loss			2.04	50%	1.02	50%	1.02
Interest on Bulls	102.00	8.00%	8.16	50%	4.08	50%	4.08
Cattle Insurance							
Total Ownership Costs			\$ 253.32	90%	\$ 228.39	10%	\$ 24.93
Management				100%	5.00		
Total Cost			\$ 773.17	35%	\$ 274.15	65%	\$ 499.02

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## Results

Ţ	\$ 253.32	90%	\$ 228.39	10%	\$ 24.93
	5.00	100%	5.00		
1	\$ 773.17	35%	\$ 274.15	65%	\$ 499.02



## What about other enterprises?

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#### Meet the author

#### Don Hofstrand

retired extension value added agriculture specialist agdm@iastate.edu

View more from this author

#### **Dividing Business Income**

Many business ventures involve two or more individuals working together. These ventures may focus on marketing products to local consumers, the processing of farm products or other type of ventures. Although these are often not complex arrangements, creating a method of equitably dividing income among the parties is important.

Below are methods to help you divide business income between the parties in an equitable manner. The two most common income sharing models are:

- Contributions model Income is divided in the same proportion as the relative value of each party's contribution of resources to the business venture.
- 50/50 model A return is paid to each party for his/her contribution of resources to the venture. Any remaining profit or loss is shared equally among the parties.

We will discuss these models as if only two parties are involved. However, they can be used with three or more parties.

Updated December, 2016

pdf format

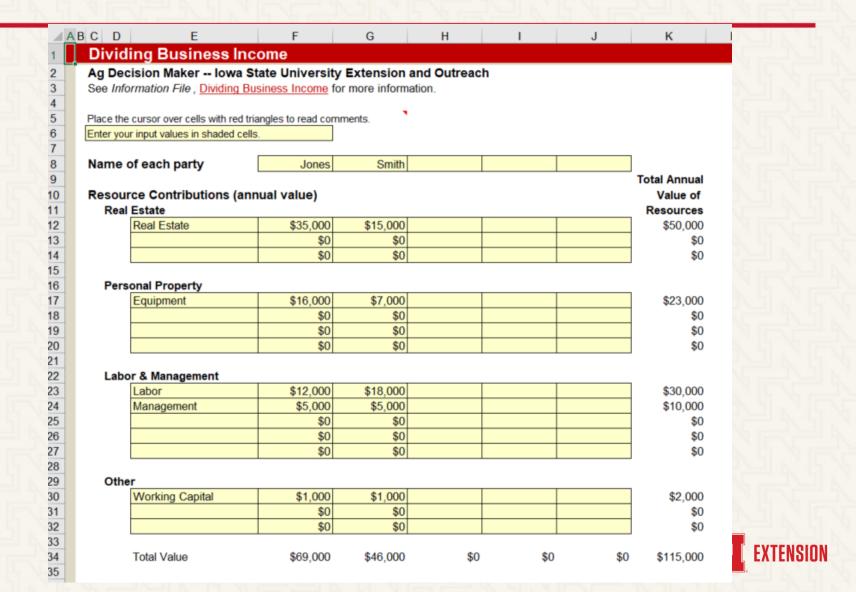
xlsx file
Use this decision tool to calculate how to divide income between different parties.

File C4-16

A sharing arrangement should be reviewed periodically. If the ownership pattern or the labor and management contributions



## For any enterprise or whole farm



## Beef enterprise budgets



## **Cow Herd System Budget**

Roger Wilson, Farm Management / Enterprise Budget Analyst

This budgeting workbook is designed for the medium and small sized operator. It includes spreadsheets for analyzing the components of a beef production system separately but provides a combined analysis as well.



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| Bulls | Replacements | Breeding Herd | Wintered Calf | Stocker | Feedlot | Fed Cull Cow | System | (+)



## **Crop Budgets**



Institute of Agriculture and Natural Resources

EC872

(Revised November 2018)

## 2019 Nebraska Crop Budgets

Robert Klein, Senior Editor, Western Nebraska Crop Specialist Glennis McClure, Extension Educator - Agricultural Economics Roger Wilson, Farm Management / Enterprise Budget Analyst, Retired

These budget projections were created using cropping practice norms for many producers in Nebraska. However, each individual farming operation is unique.

These budgets are available in both Adobe PDF and Excel worksheet formats. Producers can modify them to match their specific situation. The danger of releasing a tool that can subsequently be modified is that there is no way to verify that no alterations have been made or unrealistic data entered. Therefore, users of this tool are responsible for independently verifying all results prior to relying on them.

Original files for these budgets are available at http://extension.unl.edu/publications and on https://cropwatch.unl.edu/budgets.

For more information contact: Robert Klein, 308-696-6705 or rklein1@unl.edu Glennis McClure, 402-472-0661 or gmcclure3@unl.edu

EXTENSION

## Organic or small farm decision tools



Alice Topaloff
program assistant
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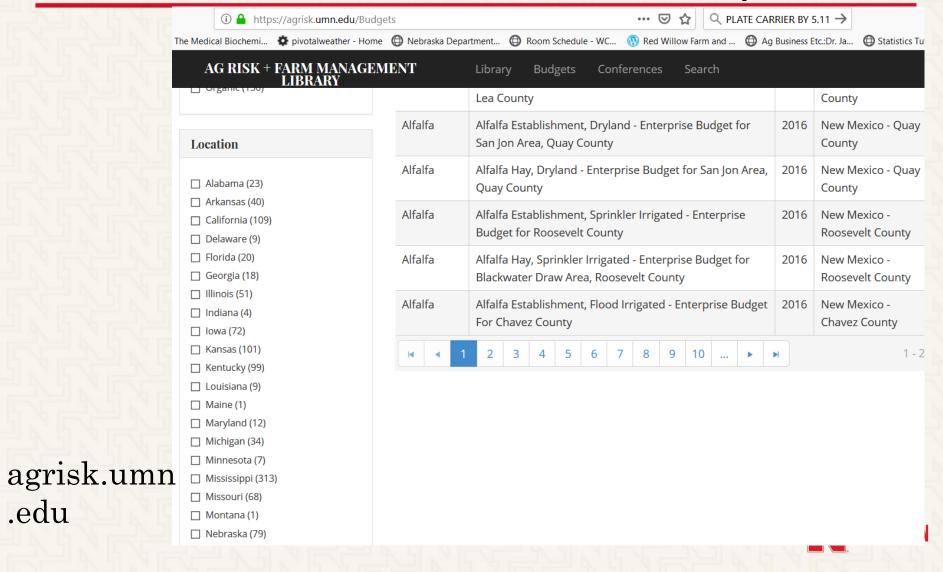
in the fall hav cutting.

Preharvest. The second section includes the costs of planting and growing the product (preharvest costs). For example, once the seed is planted or a field operation is completed, the cost has occurred and needs to be covered from some source. Additionally, there is a time delay between preharvest expenses and the time the product is sold. These expenses may have to be covered from

sales unit (per bushel or per ton) and land unit (per acre) basis. Sales prices are those listed by the Agricultural Marketing Service whereas yields are those that would have been received by a wide range of organic producers over the last two to three years. Note that the alfalfa price for the establishment year is lower than the second year due to lower quality from straw residue being picked up



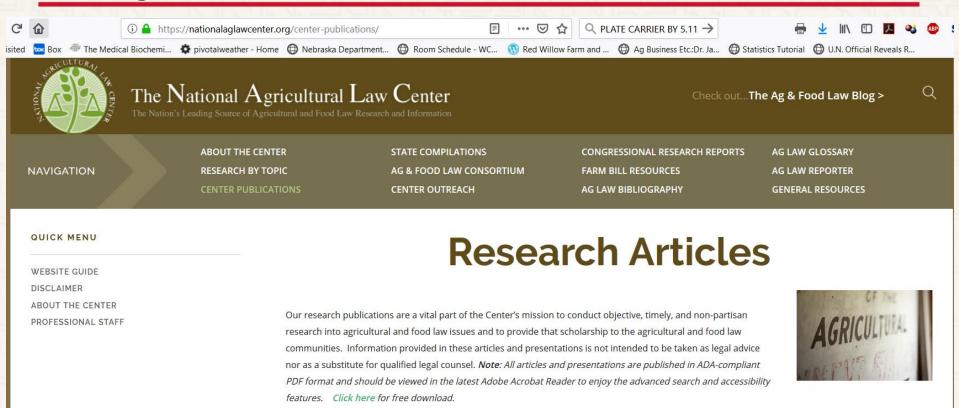
## How about other states and crops?



## Putting it all together



## Legal Structures

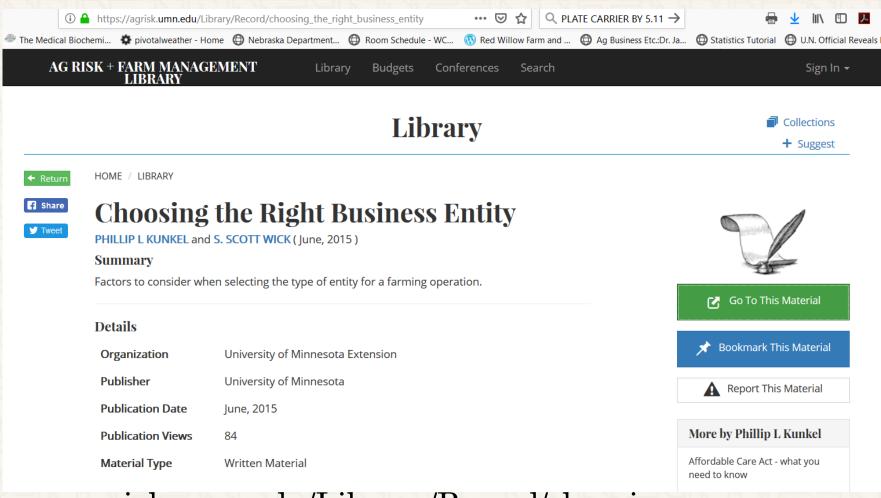


Source:

https://nationalaglawcenter.or



## AgRisk resource



https://agrisk.umn.edu/Library/Record/choosing\_the\_right\_business\_entity



# Farm Business Plan Template



agplan.umn.



Launched in 2007, AgPlan has been used to create 60,000+ business plans!

AgPlan makes it easy for you.

- Develop your own Business Plan
- Learn what you need to include in your Plan with Tips & Resources
- View Sample Business Plans for ideas
- Share your Plan print, download and work with your own Reviewers



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