

Worksheet # 1 – Before You Begin

Think about the primary reasons why you want to start an urban farm and the expertise and resources needed to develop the business plan.

What are your primary reasons for starting an urban farm?

What expertise is needed on your planning team?

What resources will be needed to develop the business plan?

What values do you bring to this business that will help you define the success of the business?

Worksheet # 3 – Vision

The vision statement is an inspirational statement that describes your vision for the future of the farm and how your values will be incorporated into your farm.

What economic, environmental, or community values are important to the success of the farm?

What products or services (in a general sense) do you expect to provide?

Who are the target customers?

What customer or market needs will your business address?

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What do you expect the business to look like in the future?

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How do you expect the business to be perceived by the community and customers in the future?

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Worksheet # 4 – Mission

The mission statement is a simple statement that communicates the fundamental purpose and expectations for the farm to customers and others outside of the business.

What is the overall purpose of your farm?

What is the overall goal of your farm?

What do you want your business to be known for in the future?

To who do you want to communicate the mission statement?

Worksheet # 5 – Goals

The goals describe what is to be achieved by the business in the future.

What will the business market?
How will the business operate?
Who will be involved in operations?
What income or earnings are expected from the business?

What are the short-term goals (1- 5 years)?

What are the long-term goals (greater than 5 years)?

What goals are most important to achieving success in the business?

What short-term goals are necessary for the long term success of the business?

What is the priority of the goals?

Worksheet # 29 - Risk Management

Identify and evaluate potential risks that can impact the financial strategy and the success of the business plan.

What are the potential risks that may need to be managed?	How likely is the risk to occur (high, medium, low)?	What is planned to minimize potential risks if they occur?
Production:		
Marketing:		
Financial:		
Labor:		
Other:		

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