

Business Plan

Situation Overview:

- A. *Why did the farm need a business plan?* The need for a business plan was spurred by the downturn in the dairy economy in 2009. We recognized that to sustain the farm, changes would need to occur for us to remain profitable. Past financial information and records were utilized to create the business plan to accommodate future business planning.
- B. *Does the farm have a mission statement?* Yes. Stoney Path strives to produce quality milk at a profit by:
- Raising our family to understand the value of working together to achieve our goals while caring for animals and crops, both on the farm and with the public.
 - Utilizing our God given talents and resources to care for the animals and land in a sustainable and environmentally conscious manner.
 - Breeding our cows for longevity with functional type traits that will be both appealing and marketable.
 - Providing an educational opportunity for other producers and the community to see technological advancements in dairy farming.

Actions:

- C. *What are the key components to the final plan?* Cash flow, balance sheet, loan amortizations, production goals and mission statement were all components of the final plan.

Results:

- D. *What benefits, if any, has your farm dairy operation derived from engaging in a business planning process?* We placed more concrete numbers on the business of dairy farming and the need to evaluate and think forward in the planning process.
- E. *How did the business planning process help the family make better decisions?* We had the information needed when applying for a loan(s). All the information was in one place.
- F. *How often will the farm update the business plan, in the future?* It's a continuous process, but we plan to take a hard look every five years.
- G. *Was there anything uncovered during the business planning process that helped family members to better understand other members of the family?* The process helped us to clearly express our personal and business goals. This is sometimes difficult to do, and this process forced us to become more comfortable with doing it.