



# Southwest Marketing Network

## Expanding Markets for Southwest Small-Scale, Alternative, and Minority Producers

Promoting Local Agricultural Marketing in the Southwest Special Issue 2013

### Beginning Farmer Business Planning and Marketing Toolbox

Welcome to National Center for Appropriate Technology's (NCAT) Business Planning Toolbox for Beginning Farmers and farmers who would like to improve profitability. The Business Planning Toolbox contains four lessons that will help you get started on creating the basic parts of your farm business plan.

The Toolbox can help you develop your business plan, one of the first steps you need to make in starting a farm business. The business planning section includes narrated slideshows; worksheets to help you think through your business planning process, and tip sheets that provide succinct information on marketing and regulatory issues associated with starting a farm. The Lessons are in the form of narrated Adobe Presenter presentations, (similar to PowerPoint) worksheets and tip sheets. Many of these resources are also available on the ATTRA web site: [www.attra.ncat.org/oasdf/](http://www.attra.ncat.org/oasdf/).

There are a series of worksheets in **Lesson One** to help you get started with writing down your goals and assessing your resources. The worksheets are available as attachments to the narrated lessons that you can download directly from the disk (see instructions on page 4) or download from the webpage [www.attra.ncat.org/oasdf/](http://www.attra.ncat.org/oasdf/).

**Lesson Two** is on marketing. As Marisa says in this lesson, you cannot be a successful farmer if you do not know how or where you are going to market your products. NCAT has developed marketing channel tip sheets on the most common ways for vegetable farmers to sell their products.

In **Lesson Three**, we introduce you to accounting terms, and creating a farm budget.



*Fred and Ruby Martinez Orchards in Dixon, NM*

Finally, **Lesson Four** is about all of the legal and regulatory considerations that you need to think about before starting a farm. The resources include a Farm Business Start-up Check Sheet, tip sheets on Leases and Contracts, Business Structures, and Income Taxes.

If you get stuck or need more information be sure to give the ATTRA help line a call. Their agriculture specialists can help you with your business planning process. For more farming and business planning resources, be sure to check out the ATTRA web site [www.attra.ncat.org](http://www.attra.ncat.org). Please let NCAT know if this DVD is helpful to you by emailing your comments to: [tammyh@ncat.org](mailto:tammyh@ncat.org).

This project was funded by the USDA Outreach and Assistance to Socially Disadvantaged Farmer program, which is part of the National Institute for Food and Agriculture. The USDA has provided these DVDs exclusively to select members of the Southwest Marketing Network.

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# Getting Started with Sheep or Goats

We are all familiar with that idyllic scene of sheep contentedly grazing on the mountainside. If you yearn for that view out your window and are considering adding sheep to your farm or ranch, or would like to streamline your sheep or goat operation, this course provides information important to your success.

The Small Ruminant Course has several components. There are narrated PowerPoint presentations that cover a variety of topics, several ATTRA (The National Sustainable Agriculture Information Service) publications that cover sheep and goat production, a couple of short video clips and tip sheets that cover a variety of marketing topics. In addition the meat-goat management wheel will help you with planning your goat production.

The narrated PowerPoint presentation, “What Sheep and Goats Can Do for You,” is a good place to begin to learn about sheep and goats. The presentation is designed to help you think about your own farm, the advantages and challenges of sheep and goats, how to include them in your farm plan and how to market them.



Next, is a two-part series, “Getting Started with Sheep or Goats.” Part One helps you choose species, breeds and marketing options. In addition to providing information on finding healthy, productive animals, this lesson covers the preparations you will need to make before you purchase. Part Two covers fencing and equipment needed for your sheep or goat operation. Watching these presentations may help you avoid some common beginner problems and start your business successfully.

The Nutrition presentation includes grazing management and outlines the needs of breeding animals. There is also information about maintaining the health of your animals.

## Resources included with Intro to Sheep and Goats

ATTRA publications provided with Intro to Sheep and Goats offer a way to gain more in-depth information. They can be downloaded from the DVD or on the web: [www.attra.ncat.org/oasdftr/www.attra.ncat.org/oasdftr/](http://www.attra.ncat.org/oasdftr/www.attra.ncat.org/oasdftr/)

- *An Illustrated Guide to Sheep and Goat Production*, available in English, Spanish, and Hmong
- *Sheep: sustainable and organic production or Goats: sustainable production overview*
- Specific Publications on meat goat, dairy goat or dairy sheep
- *Small Ruminant Check-Sheet*
  - use the check-sheet to get guidance on evaluating and improving your farm
- *Goat Management Wheel*
  - [www.extension.missouri.edu/publications/DisplayPub.aspx?P=MP913](http://www.extension.missouri.edu/publications/DisplayPub.aspx?P=MP913)
- *Multispecies Grazing*
  - a brief publication about grazing cattle and sheep or goats together
- *Managing Internal Parasites in Sheep and Goats*
  - a must-read concise look at the most important health problem in small ruminants
- *Ruminant nutrition for graziers*
  - a complete look at the nutrition and grazing of ruminants, including sheep and goats
- “Tools for Managing Internal Parasites in Small Ruminants” this series has three titles:
  - *Copper Oxide Wire Particles*
  - *Sericea Lespedeza*
  - *Animal Selection*

The Breeding and Reproduction presentation shows what to expect in a normal birth and explains how to manage the breeding females, males, kids and lambs. Use this presentation in conjunction with the meat goat management wheel to see how the yearly cycle works for goats;

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# Raising Chickens for Meat on Pasture

To the outsider looking in, pastured poultry can look like an easy type of farming. It's important to remember that just like any type of farming, raising pastured poultry has its own set of benefits and challenges. When you start off with pastured poultry, it's important to remember that you're building a business, and like any business, a lot of hard work, sweat, strategic planning, and some risk go into building a profitable farming enterprise. The lessons in Raising Pastured Poultry on the ATTRA DVD will help you in this process. These resources can also be accessed at [www.attra.ncat.org/oasdf/](http://www.attra.ncat.org/oasdf/).

## The Advantages of Pastured Poultry

Chickens raised outdoors on pasture are healthier and happier. Their meat is more flavorful, due to the longer bird lifetime and exercise, which helps birds develop that true "chickeny" flavor. Also, the quality is higher than is typically available in supermarkets because it is improved by the forages and other foods that the birds find outdoors on pasture.

For new and beginning farmers, getting started with pastured poultry is relatively easy. Not only are the start up costs minimal, but turn-around is really quick as far as livestock go. In seven to ten weeks, you can have raised, processed, and made a profit from a batch of meat chickens for less than a thousand dollar investment.

A major advantage in raising pastured poultry is the increased marketability. Many consumers will place greater value for chicken and eggs that were raised on pasture. They will pay higher prices for your product, putting more cash in your pocket.

## *Sheep or Goats continued from page 2*

it is very similar for sheep. Refer back to the Nutritional Needs of Sheep and Goats presentation to understand how that yearly cycle matches up with the forages available on your farm.

There are two short video clips to help with specific management questions. The first will teach you how to determine the approximate age of breeding animals and assess their fitness for grazing when you are selecting animals for your herd or flock. The second video clip will show you how to trim hooves so that sheep or goats will be able to move well and avoid foot rot.

There are also Tip Sheets on marketing topics. These include: marketing live animals, meat, dairy, fiber, and

## The Challenges

There are challenges to pastured poultry production. The fact of the matter is that poultry farms have moved to confinement for very legitimate reasons – predation,

weather, and labor demands being the chief reasons. If you build your operation with these challenges in mind, then these problems won't trip you up further on down the road. The Pastured Poultry section of the Beginning Farmer Business Planning, Marketing DVD provides ways to address these challenges and resources to help you succeed.



vegetation management. Tip Sheets are very brief, include main points to know and list sources for further information.

Planning the season for your goats is easier with a tool like the meat goat management wheel. Pipestone makes a similar one for sheep. Wheels may be downloaded or ordered at [www.extension.missouri.edu/publications/DisplayPub.aspx?P=MP913](http://www.extension.missouri.edu/publications/DisplayPub.aspx?P=MP913). This wheel is available in English and Spanish.

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## How to Download Worksheets

Hello there, we've noticed a glitch in the OASDFR Goals Setting lesson. Unfortunately, some of the worksheets cannot be downloaded through the Presenter software. To access the worksheets online, go to [www.attra.ncat.org/oasdf/](http://www.attra.ncat.org/oasdf/). To access the worksheets from the disc, follow these directions:

- Insert the DVD into your computer.
- Go to My Computer and find the DVD there. It's usually labeled as D:
- Right click and choose Open. This will reveal the pdf files loaded on the disk.



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