Section B: Introduction Questions (35 Points)

In the spaces provided, answer the questions describing your agriculture-related enterprise and the progress you have made (if you are out of school, your enterprise must have been started before you graduated from high school).

I. How did you recognize the need or opportunity to come up with your entrepreneurial idea? (10 points)

About two years ago in the spring, my father and I were searching for locally grown strawberries to purchase. At the local grocery stores in Brownsville, the berries were shipped in from Florida or Georgia. We searched the local newspaper and made calls to people that we knew had raised berries in the past, but did not find any for sale around home. We finally found some in Barren County. It was then that Dad suggested I grow strawberries for my Supervised Agricultural Experience Program the next season. After planting strawberries, I decided to expand my SAE. Since I raised chickens for showing, I dediced to sell farm fresh eggs. Since I had customers coming to Garden Patch to buy produce, I decided to expand to include vegetable plants and flowers in the spring of 2011. I purchased bedding plants from a local greenhouse in another part of the county. Then when the Gounty High School greenhouse was ready to close for the spring, I purchased all their remaining inventory. The bedding plant sales proved to be much more profitable than the egg sales. So I eliminated the fresh egg sales and purchased a small greenhouse to expand my business for 2012. I also plan to expand my strawberry acerage and add sweet corn for 2012.

II. How does your business benefit from its location? (5 points)

We live on state of the county seat,

On Saturdays, there is a lot of traffic on this road as people travel to to do their banking, buy groceries, and other errands. There is no garden center located in my community or in the only greenhouse in the one at the school, and it is only open during school from April 15 to May 15.

Section B - continued on next page

Section B: Introduction Questions - Continued

In the spaces provided, answer the questions describing your agriculture-related enterprise and the progress you have made (if you are out of school, your enterprise must have been started before you graduated from high school).

What experiences (school, community, work, etc.) have contributed most to your initial decision to begin and develop this enterprise? Explain. (5 points)

elping him in the gro orking with plants a otivated me to deve	eenhouse on weeke ind customers. Also elop a supervised a	ends for as long as I on getting involved in	can remember. Mr. free program. This	chool greenhouse. I h This has given me exp shmen Ag class last s /ear I am taking Greer	erience emester
* 'S			·		
4					
			÷		
·			÷		٠.

IV. List the top five risks associated with your business and thoroughly describe the top two risks of those five. (15 points)

The top five risks associated with my business are market prices, weather, disease, insects, and theft. Many factors go into market prices. A small decline in price can be the difference in a profit or loss. High levels of competition and poor economic conditions can cause prices to go lower. In order to remain competitive, one must minimize costs and provide a quality product that customers are willing to purchase. The weather is the next greatest risk in this business. Weather can cause problems on many levels. A cool wet spring can cause strawberries to rot on the vine. Planting on raised beds in fields with good drainage can help. Cool, wet springs can also cause customers to delay or forgo planting flowers and vegetables, thus reducing plant sales. Drought conditions in the summer can reduce the sweet corn harvest. Having a water supply available for irrigation can help minimize the effect of dry weather. Diversification will help to spread the risk so everything is not lost to one risk factor.

Section C: Business Plan

I. Description of the business

a. What is the business?

started as a roadside stand that offered for sale strawberries grown in my garden, and flower and vegetable plants that I purchase wholesale from an area greenhouse. After the first season, I built a greenhouse in place of the roadside stand. I continue to purchase some plants, but grow many of the plants myself. I also continue to sell strawberries and plan to add sweet corn this year.

b. Goals and objectives

When I first planted the strawberries two years ago, my goal was to grow and sell strawberries as part of my Supervised Agricultural Education program in the FFA, and make some money. My SAE also included raising and showing chickens. Selling eggs brought in income before the other segments of my business were ready to produce income. After summarizing my records for 2010, I decided to expand my goals in 2011. I decided that since customers would be coming to our home to purchase strawberries, I could use this customer base to build a bigger business. I started by naming my business "Next I made arrangements with a greenhouse operation to purchase flower and vegetable plants wholesale to offer to my customers in the spring and summer. After summarizing my records in 2011, I decided to eliminate egg sales and buy a greenhouse to expand plant production and sales. I also decided to add sweet corn to my business. My goal for 2012 is to produce and sell 600 dozen ears of corn, 1500 quarts of strawberries, and 500 flats of bedding plants in 2012.

II. Marketing Strategies

a. Target market

My target market is the citizens of southern and western County.

b. Competitors

For strawberries, I have no competition within a 6 mile radius. Beyond that there are strawberries for sale that are shipped in from other states. The closest greenhouse operation is about 12 miles away.

c. Marketing/Advertising plan

I have a sign in front of the greenhouse advertising my business. I also have signs at intersections nearby directing traffic to my operation. I also advertise in the local newspaper, FFA calendar, and on the bulletin board at school.

III. Financial Plan

a. Estimated cost and expenses

Land use 100.00 Fertilizer 64.00

Pesticides	82.00
Greenhouse	1800.00
Advertising	240.00
Seed/plants	1700.00
Straw	30.00
Labor	300.00
Insurance	150.00
Equipment use	150.00
Fuel	100.00

Total expenses 4476.00

b. Personal financial need I am a high school student. In addition to this business, I mow lawns for extra income. So far, I have been able to cover most of my expenses and my dad has agreed to co-sign a loan if I need money for my business.

c. Current financial status
See attached cash flow projection for 2012

IV. Production Management

a. Legal and safety regulations
I have checked with the county clerk's office. There are currently no
zoning regulations concerning land use in County. That is
expected to change in 2013. My insurance rider has been included in my
parent's home owner's policy. I pay the extra fee.

b. Logistics of personal management

The greenhouse, strawberries, and sweet corn are located on my parent's property within walking distance of our house. I can go to strain or to work in my crops whenever I need without acquiring transportation. Whenever I need to transport bedding plants, I hire my father to haul them. I open the greenhouse on Saturday mornings and evenings in season and can be reached by phone when needed at other hours.

2012 Cash Flow Projection

Expenses

Land use	100.00
Fertilizer	64.00
Pesticides	82.00
Greenhouse	1800.00
Seed/plants	1700.00
Advertising	240.00
Straw	30.00
Labor	300.00
Insurance	150.00
Equipment use	150.00
Fuel	100.00

Total expenses 4716.00

Income

Strawberries	3000.00
Corn	1800.00
Bedding plants	3000.00
	7800 00

Expected profit

\$3084.00

Section D: Appendices

I. Timeline

2010 May- Rented land and planted strawberries.

October-Expanded poultry flock and started egg sales.

Named the business.

Sold 400 strawberry plants dug from the middles between the rows.

2011 January- Developed plans for expansion to include bedding plants.

March- Made arrangements to purchase up to 300 flats of flowers and vegetable plants for resale.

Entered the FFA fruit proficiency contest.

Prepared advertisements for plant sales in April and berry sales in May.

April- Started bedding plant and strawberry plant sales.

May- Started berry sales

June- Evaluate berry sales and bedding plant sales.

Expanded berry acreage.

September- Evaluated the whole business.

Eliminated egg sales.

December-Ordered a 15x48greenhouse from RIMOL.

2012 January-Won the local FFA Fruit Proficiency contest and the local Diversified Horticulture Proficiency contest.

February-Started bedding plant production.

March- Won the Barren River Region Diversified Horticulture Proficiency contest.

April- Open for plant sales.

May- Strawberry sales.

June- Project re-evaluation.

II. Resume

See attached.

III. Marketing/Promotion piece

See attached.

	uture goals of the bus	iness?		<u>.</u>	
greenhouse and my strawberry a of the business	each segment of my bud expanding the variety of creage. I also decided to determine needed chigh school and use to particular to	of plants I offer for to add sweet corn anges. My goal is	sale. I also decide sales for 2012. In	ed to eliminate egg September I will a	g sales ar evaluate a
		•			
Name two thin	gs you have learned t	hrough the proce	ss of developing	your enterprise.	
	d record keeping is esse				
2. Making conta to locate som	acts can be very importa nething you need or to g	ant. You never kno get advice.	w when you may i	need to call upon	your conta
			··········	··	
II. How have you	will you assess the im	npact of this enter	prise on your co	nmunity?	
	/will you assess the im				
I will assess the my business. If		on my on with the products	community by lister s and services the	ning to the custom	return. /
I will assess the my business. If	impact of my customers are happ	on my on with the products	community by lister s and services the	ning to the custom	return. A