

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 decided to sell farm fresh eggs. Since I had customers coming to [REDACTED] 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 [REDACTED] County 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 acreage and add sweet corn for 2012.

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

We live on [REDACTED] road. This road connects the south western section of the county with the county seat, [REDACTED]. On Saturdays, there is a lot of traffic on this road as people travel to [REDACTED] to do their banking, buy groceries, and other errands. There is no garden center located in my community or in [REDACTED]. The only greenhouse in [REDACTED] is the one at the school, and it is only open during school from April 15 to May 15.

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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).

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

My dad is an agriculture teacher and operates the [redacted] County High School greenhouse. I have been helping him in the greenhouse on weekends for as long as I can remember. This has given me experience working with plants and customers. Also, getting involved in Mr. [redacted] freshmen Ag class last semester motivated me to develop a supervised agricultural experience program. This year I am taking Greenhouse Technology class and have learned many skills that I can use in my business.

- 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.

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Section C: Business Plan

I. Description of the business

a. What is the business?

[REDACTED] 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 "[REDACTED]" 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 [REDACTED] 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
<u>Fuel</u>	<u>100.00</u>

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 ██████████ 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
<u>Fuel</u>	<u>100.00</u>

Total expenses 4716.00

Income

Strawberries	3000.00
Corn	1800.00
<u>Bedding plants</u>	<u>3000.00</u>
	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.

Section E: Conclusion (5 points each, 15 points total)

In the spaces provided, answer the following questions:

I. What are the future goals of the business?

After evaluating each segment of my business last year, I decided to expand bedding plant sales by purchasing a greenhouse and expanding the variety of plants I offer for sale. I also decided to eliminate egg sales and expand my strawberry acreage. I also decided to add sweet corn sales for 2012. In September I will evaluate all aspects of the business to determine needed changes. My goal is to create a profitable business that I can operate after I graduate from high school and use to pay for college.

II. Name two things you have learned through the process of developing your enterprise.

1. Planning and record keeping is essential. All decisions should be based on accurate records.
2. Making contacts can be very important. You never know when you may need to call upon your contacts to locate something you need or to get advice.

III. How have you/will you assess the impact of this enterprise on your community?

I will assess the impact of XXXXXXXXXX on my community by listening to the customers that come into my business. If my customers are happy with the products and services they receive, they will return. Also, decisions about expansion will be made based in part on information gathered from the customers.

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