



NH Specialty Crop Producers Business Planning Course Informational Session

Welcome!





Introductions

- Name, farm, town/county, why are you interested in this program? How did you hear about this opportunity?



Specialty Crop Definition from USDA

“Fruits and vegetables, tree nuts, dried fruits, horticulture, nursery crops, including floriculture. Eligible plants must be cultivated or managed and used by people for food, medicinal purposes, and/or aesthetic gratification to be considered specialty crops.”



Throughout the course farmers will learn how to:

- Enhance the competitiveness of your business
- Receive technical assistance
- Receive peer support from other specialty crop producers
- Create a business plan
- Receive a \$2,000 stipend to implement your plan!
- Attend in person classes at the Hannah Grimes Center in Keene, NH



What Our Course Covers:

- Revenue Models
- Creating a Strong Business Pitch
- Essentials of finance: forecast budgeting, sources of financing, financial statements, etc.
- Essentials of marketing
- Project management
- Setting business goals
- And more!



Application Criteria:

- Cheshire County Producers receive priority
- Must be a specialty crop producer in NH (or planning to be)
- Your needs/goals are a good match with the program
- Initial plans to use the \$2,000 stipend are appropriate
- Demonstrated interest in improving the profitability and efficiency of your business



Application Criteria:

- Demonstrated trajectory for growth/plans of growth
- Percentage of income coming from your farm
- Demonstrated readiness to participate, strong interest, and can commit fully to the course
- Historically underserved, beginning, social disadvantaged, and veteran farmers are encouraged to apply!



Application Criteria:

- Willingness to complete the Hannah Grimes Intake Form
- Willingness to comply with Covid-19 safety protocol, such as wearing a mask and social distancing



Important Dates:

- November 30th, 2021: Applications Due!
- January 12th, 2022: Course Begins, 4:00pm-7:00pm
 - Course meets through February 23rd, 2022
- January 13th, 2022: Optional Office Hours, 12:00pm-1:00pm
 - Every Thursday through February 24th, 2022



Questions?