

Whole Farm Business Plan Challenge Guidelines

The Whole Farm Business Plan Challenge will grant \$400 to the top selected, \$200 to the second, and \$100 to the third selected plans. These awards are intended as business investments for farmers and ranchers who complete business plans for their start up, existing, or expanding operations in southwest Virginia and northeast Tennessee.

Registration must be received by 5 pm September 28th in order to be considered in the Challenge. Call the ASD office at (276) 623-1121 or email tmcaughton@asdevelop.org to register.

Awards

The following will be awarded from ASD, Virginia Beginning Farmer & Rancher, and Well Fargo to the winners.

- **1st Place - \$400**
- **2nd Place - \$200**
- **3rd Place - \$100**

Eligible Business Categories

- Crop production
- Livestock and other animal operations
- Agritourism
- Value added products from the farm
- Other farm related businesses – check with us when you register

Other Program Requirements

1. Registration is required by 5:00 p.m. September 28, 2016. To be eligible, you must have a business or business idea that you want to pursue in one of the above listed categories.
2. To win one of the competitive awards, the farm must be located in southwest Virginia or northeast Tennessee
3. Applicant must be 18 years of age or older.
4. Business proposals will be scored using several criteria – strength of business plan, adherence to rubric provided, and attendance at all webinars.

5. If applying as a team/partnership, at least one person must be designated as the applicant leader, attend ALL webinars and be involved in the development of the whole farm business plan.
6. Application must include an Executive Summary of your proposed business and should be roughly one page. The Executive Summary will be broken down into four sections – Product or service description, marketing description, operations description, and financials overview.
7. Attendance by applicant is **mandatory** for **all six classes** to be eligible. However, applicant may be granted one excused absence under the condition that someone attends class on their behalf.
8. Participants/applicant must be on time to **ALL** classes. **If applicant is more than 15 minutes late for any session, applicant is automatically disqualified from challenge.**
9. Whole Farm Business plans should be a minimum of 10 and maximum of 15 pages. They should include and executive summary (company overview); product or service description; market description; operations description, and a financial overview including cash flow, balance sheet and income statement. You are required to write something under each section. Entries are judged on a scale from 1-4. The scoring chart on which plans will be evaluated can be found on the ASD's website at asdevelop.org/sustainable-agriculture
10. Business plans must be submitted by 5 pm on November 10 by email to tmcnaughton@asdevelop.org to be qualified for competition. No exceptions!
11. Submitted whole farm business plans are protected and treated confidential. The only persons with access to the entry materials will be reviewers.
12. THE DECISION OF THE REVIEWERS IS FINAL.
13. All participants agree to complete an evaluation form to document strengths and weaknesses of program.
14. All workshops are open to the public.
15. Young farmers, Women, Minorities, veterans are encouraged to apply.

How to Find out More

For additional information contact Tamara McNaughton: (276) 623-1121 or tmcnaughton@asdevelop.org