

THE GOOD, THE BAD, AND THE VERY UGLY



Evaluating enterprises for our farm operation

EVALUATION OF A POTENTIAL ENTERPRISE

- 1. DOES IT SOLVE A PROBLEM?
- 2. HOW WILL IT INTEGRATE WITH YOUR OPERATION?
- 3. HOW WILL YOUR CUSTOMERS ACCEPT?
- 4. POTENTIAL FOR PROFIT
- 5. IS IT SOMETHING YOU WOULD LIKE TO DO? (YOUR PARTNER?)
- 6. WHAT IS THE COST TO INITIATE? (CASH FLOW)

DOES IT SOLVE A PROBLEM?

DOES IT:

- 1. USE UP SURPLUS PRODUCT?
- 2. PROVIDE WORK FOR SLACK TIME?
- 3. ALLOW YOU TO TURN TIME RESOURCE INTO PROFIT FOR LATER?
- 4. IMPROVE CASH FLOW ?



HOW WILL IT INTEGRATE WITH YOUR OPERATION?

- 1. DOES IT INTEGRATE WELL WITH EXISTING CULTURAL PRACTICES?
- 2. DOES IT INTEGRATE WITH EXISTING PRODUCT MIX?
- 3. ARE THERE ANY TEMPORAL PROBLEMS FORESEEN?
- 4. DOES IT INTEGRATE WELL WITH FARM THEME?



HOW WILL YOUR CUSTOMERS ACCEPT IT?

- 1. GET CUSTOMER FEEDBACK
- 2. HOW WILL IT INTEGRATE WITH CURRENT PRODUCT OFFERING?
- 3. WILL ANY CUSTOMERS HAVE A PROBLEM WITH THE NEW ENTERPRISE?



POTENTIAL FOR PROFIT

- 1. LOCAL MARKET (WHOLESALE)
- 2. RETAIL MARKET (DIRECT SALES)
- 3. MASTER DISTRIBUTER, DISTRIBUTER, BROKER, SALESMAN
- 4. MARKETING COOP



IS IT SOMETHING YOU WOULD LIKE TO DO? (YOUR PARTNER?)

- 1. IS IT INTERESTING?
- 2. IS IT CONSISTANT WITH YOUR VALUES?
- 3. DO YOU SEE THE ROMANCE IN IT?
- 4. THE ROMANCE IN AN ENTERPRISE SHOULD BE FEARED



WHAT IS THE COST TO INITIATE (CASH FLOW)?

- 1. DEVELOP BUDGET AND ADD YOUR FUDGE FACTOR
- 2. CAN YOU DO IT WITH EXISTING STAFF?
- 3. THE COST TO YOU AND YOUR FAMILY



THE GOOD

- 1. BLUEBERRIES
- 2. BLACKBERRIES
- 3. FARM KITCHEN
- 4. SHIITAKE MUSHROOMS
- 5. THUNDER MUFFINS AND COBBLERS
- 6. BLUEBERRY SLEETS
- 7. BIODIESEL PRODUCTION
- 8. CUMULOBLUEBUS

BLUEBERRIES

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FARM KITCHEN

- 1. DOES IT SOLVE A PROBLEM?
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BIODIESEL PRODUCTION

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THE BAD

- 1. RASPBERRIES
- 2. APPLES
- 3. SHEEP
- 4. GOATS
- 5. FREEZE DRYING ANYTHING
- 6. THE BIRD SCARE PLANE
- 7. SELLING BLUEBERRIES TO COOP
- 8. T-SHIRTS AND CAPS WITH LOGO

APPLES

- 1. DOES IT SOLVE A PROBLEM?
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FREEZE DRYING

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THE UGLY

- 1. BAT GUANO

BAT GUANO

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THE VERY UGLY

- 1. FREEZE DRIED SHIITAKE MUSHROOM SOUP
- 2. THE DEPOSITOR (JAR FILLER)

FREEZE DRIED SOUP

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THE DEPOSITOR

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MINIMIZE RISKS BY THINKING IT THROUGH AS CAREFULLY AS POSSIBLE BUT:

- IF YOU DON'T TRY, YOU WILL NEVER KNOW IF IT WILL WORK

---Shakespeare, the bawdy owl

