



Agricultural Entrepreneurship and Business Planning

Week 2: Product and Industry Descriptions

Agenda for Tonight's Class...

Updates

Producer
Profile

Guest Speaker

Group
Discussion

Snack Break

Industry
Information

Business
License

Field Trip
details and
Assignments

Producer Profile

Review

- **Business plan templates**
- **Mission statements**

Industry and Product

- What industry does your business belong to?
- How are small businesses doing in the industry?
- What are current trends?
- How do your products fit in the industry?



Group Discussion

- Identify local farms and businesses in your industry
- Brainstorm resources to look for industry analysis and trends. What are some trends?

Industry Resources

- [USDA Organic market overview](#)
- [WA Organic Stats](#)
- [Economic Indicators of Agriculture's Future in Skagit County](#)
- [Farmers Market Numbers for Stimulating Local Economy](#)
- [Profile of Small Farms in Washington State](#)

Industry Resources

- Economic Research Service
<http://www.ers.usda.gov/>
- National Ag Statistical Service
<http://www.usda.gov/nass/>
- Ag Marketing Service (AMS)
<http://www.ams.usda.gov/>
- Washington Department of Ag
<http://agr.wa.gov/AgInWA/>
Marketing <http://agr.wa.gov/marketing/>
Organic <http://agr.wa.gov/Portals/Org/>

Getting started: Business License

What are the benefits and limitations of Sole Proprietor, LLC, and Cooperative business structures?

Washington State Business Licensing Service

<http://bls.dor.wa.gov/file.aspx>

Upcoming Events

- **San Juan Agricultural Summit**

<https://www.eventbrite.com/e/2019-san-juan-islands-agricultural-summit-tickets-53158424278>

February 2nd and 3rd, Friday Harbor

- **Skagit Ag Summit**

February 8th WSU NWREC, Mount Vernon

- **Sustainable Connections Farm to Table Trade Meeting**

<https://sustainableconnections.org/events/2019-farm-to-table-trade-meeting/>

February 19th 8:30am-4:00pm
Bellingham Technical College

Suggested Reading and Assignments

- Market Farming Success: Chapter 2 and pages 187-206
- USDA Organic market overview
- WA Organic Stats

- Business Plan Sections
 - Industry and Product Descriptions (Section 3)
 - Business description

