1) Brief **overview** of the farm - what will be grown, by whom, and where will the product(s) be sold, theoretically. Plus, some highlights of your relevant background and life experiences.

2) Your **vision**, **mission statement**, and a few **goals** for Year 1 and Year 2

3) Summarize your anticipated **production plan** - list the seasonal phases of your farm operation - (planting, breeding, birthing, weight gain, etc.)

4) Explain your initial plans for **marketing** - who you will target as customers, who are your competitors, and how your farm product will be distinct from theirs.

5) Outline at least the basics of your farm **financial plan** including:

* What source and amount of funding will be needed for start-up?
* What income do you anticipate in years 1 and 2?
* If you intend to get a loan for any expenses, how will you repay it?
* What non-cash assets do you have that will help the farm’s success (think skills; physical assets like land, tools, equipment; social networks)