Starting a Farm From Scratch
A 3-Part Webinar Series

Part 3: Intro to Business Planning
March 15 | 10 a.m. - 11 a.m.

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Shooting Star Organic Farm
Army Veteran

Funded By:
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FARMER VETERAN COALITION
Who is Matt Mccue?

• U.S. Army OIF veteran and returned Peace Corps volunteer

• Owner/Operator of Shooting Star Organic Farm and CSA in Fairfield, CA
  
  • 10 years farming experience

  • Grower of organic vegetables

  • B.S. Business Management

  • Masters in International Agricultural Development – in progress
Cash Flow – Welcome to the Jungle!

Objective of the cash flow:

- Understand how much money you need.
- Show investors you know what you’re doing.
- Decide if your operation will generate enough income.
- Decide which expenses are necessary and which are not
Every great task is a series of smaller tasks...
Cash Flow

Step 1: Understand the components of the cash flow worksheet.

Step 2: Learn how to use the cash flow worksheet.

Step 3: Go make some money!
Terminology

**Operating Expense**: An item that is used up the same year purchased.

*Ex*: fertilizer, packing supplies, gasoline, motor oil

**Capital Expense**: Something that will last seven years.

*Ex*: tractor, fencing, metal tomato stakes
Major Components of the Cash Flow Worksheet

- Savings
- Checking
- Non-Operational Sources of Cash (Borrowing)
- Non-Operational Uses of Cash (Debt Repayment)
- Operating Income
- Operating Expenditures (buy more every year)
- Capital Expenditures (tractors, fences and tools) Multi-year investments
Let’s Get Started

1. Please open your spreadsheets or follow along with my spreadsheet

2. ONLY INPUT DATA IN THE YELLOW CELLS!!!!!!!!

3. All other cells will populate automatically