

A man wearing a red baseball cap with a circular logo that says "THINGS 1", sunglasses, and a green jacket is holding a bunch of fresh carrots. He is looking down at the carrots. The background is a blurred landscape with mountains and a field.

Starting a Farm From Scratch

A 3-Part Webinar Series

Part 3: Intro to Business Planning

March 15 | 10 a.m. - 11 a.m.

Matthew Mccue
Shooting Star Organic Farm
Army Veteran

Funded By:



Homegrown By Heroes



www.farmvetco.org/homegrown-by-heroes/

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



Axel Rose

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

By Poppy Davis Updated on 3/25/17

Only Enter in YELLOW cells!!!! ONLY enter in yellow cells! Formula = Subtotal Formula = being a number from somewhere else in the spreadsheet

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	PROOF
I. Savings Account														
Opening Balance	10,500	500	600	700	800	900	1,000	1,100	1,200	1,300	1,400	1,500		
Contribution to Business Checking Account	(10,000)	100	100	100	100	100	100	100	100	100	100	100		
Ending Balance	500	600	700	800	900	1,000	1,100	1,200	1,300	1,400	1,500	1,600		
II. Business Checking Account														
Beginning Cash in Ck	10,000	6,020	1,815	890	1,115	1,140	1,055	1,030	995	1,070	2,945	6,110	Total	
Operating Income	-	-	900	2,800	2,700	6,400	8,000	10,600	11,200	11,200	8,200	8,700	88,500	
Operating Expenditures	(9,905)	(3,405)	(4,225)	(3,875)	(4,075)	(5,365)	(4,225)	(5,535)	(4,525)	(4,225)	(3,935)	(3,590)	(57,085)	
Net Cash Flow From Operations	(8,905)	(3,405)	(3,325)	(3,075)	(3,075)	(1,325)	1,815	4,575	6,675	6,975	4,265	5,110	31,415	
Cash From Borrowing	15,000	-	4,000	14,500	3,500	1,000	-	-	-	-	-	-	38,000	
Subtotal - Cash Available	15,095	3,415	2,675	11,425	3,725	3,175	5,630	6,095	7,670	8,645	8,210	7,220	73,415	
Non-Operational Uses of Cash	(8,275)	(1,600)	(1,500)	(3,100)	(2,100)	(2,100)	(4,000)	(5,100)	(6,600)	(5,100)	(2,100)	(2,100)	(54,175)	
Ending balance	6,820	1,815	975	1,115	1,140	1,055	1,030	995	1,070	2,945	6,110	5,120		NOTE CHANGE IN ENDING-BE (5,200)
III. Non-Operational Sources of Cash (Borrowing)														
Secured Loans (Mortgage or Equipment)	15,000			10,000									25,000	
Operating Loans (Personal or other)			4,000	4,500	3,500	1,000							13,000	
Subtotal	15,000		4,000	14,500	3,500	1,000							38,000	
IV. Non-Operational Uses of Cash														
Draw - partner #1	1,000	1,000	1,000	1,500	1,500	1,500	1,500	1,500	1,000	1,000	1,000	1,000	14,000	
Draw - partner #2									1,000	1,000	1,000	1,000	3,000	
Total Draws	1,000	1,000	1,000	1,500	1,500	1,500	1,500	1,500	1,000	1,500	1,500	1,500	16,500	NOTE TOTAL DRAWS DO NOT
Asset Purchase	7,275			11,000									18,275	
Contribution to Savings		100	100	100	100	100	100	100	100	100	100	100	1,100	
Fixed Loan Payment	500	500	500	500	500	500	500	500	500	500	500	500	5,500	
Other Loan Payments						2,500	3,000	4,500	3,000				13,000	
Total Non-Operational Use of Cash	8,275	1,600	1,600	13,100	2,100	2,100	4,000	5,100	6,600	5,100	2,100	2,100	54,175	
V. Operating Income														
Utah Farmer's Market			500	1,000	1,000	1,000	2,000	2,000	2,000	3,000	3,000	1,500	21,000	
Willis Farmer's Market			400	600	800	1,000	1,500	2,000	2,000	2,000	2,000	1,000	12,400	
Santa Rosa Farmer's Market				1,000	1,000	3,000	4,000	5,000	1,000	5,000	4,000	2,000	30,000	
Restaurant				200	300	800	800	800	800	800	200	200	4,900	
Subtotal			900	2,800	2,700	6,400	8,000	10,600	11,200	11,200	8,200	4,700	68,500	
VI. Operating Expenditures														
Farming														

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**