Starting a Farm From Scratch

A 3-Part Webinar Series

Part 1: Intro to Land Assessment
March 1 | 10 a.m. - 11 a.m.

Matthew McCue
Shooting Star Organic Farm
Army Veteran
You should see something that looks like this on your own computer desktop in the upper right corner.

If you would like to call in using the phone, just locate your Audio Pane and select Use Telephone. The dial-in information and access code will then be displayed.

You also have the ability to ask questions using your Questions Pane. Simply type in your question and click Send.

We will pause once during the presentation for questions and will do a Q & A session at the end of the webinar.

We hope to answer all questions during the webinar, but if we run out of time, we will answer them offline.
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
Good Soil | Good Water | Access to Markets

Income – Cost = Profit

You’re an agricultural detective!!!

Carmen Sandiego
Markets Decide Everything

- Is there a market for fresh vegetables?
- Who is the potential competition?
- Speak to the competition!!!
- What do farmer’s market customers say they want more of?
- What is missing/underrepresented at the market?
- What are the prices now? What were prices like three years ago?
- Can you produce a better product?
Input Prices: A Few Key Inputs

- Long term per hour labor projection
- Water Price projection Per Acre Foot
- Annual Input Cost Projection
Output Prices – For Primary Outputs

Tomato Price Historical/Projected

Winter Squash (USD)

Sweet Corn (U.S. Dollars)
Problems to Resolve

- Labor scarcity
- Unknown ability to sell produce
- Unknown future competition
- Possibly unrealistic revenue expectations
- Unforeseen expenses
Questions?