**NOTES (CURRENT AND FUTURE PRODUCTS, OVERALL FARM ORIGINS AND GOALS)**

**MARKET FIT**

**What markets do you sell to? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What is your impression of wholesale markets? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(Why) do you want to sell wholesale? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**To you, what is the difference between wholesale, restaurants, and retail\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

YES NO

**FINANCIAL READINESS**

* **Do you know why businesses have their own bank accounts?**
  + Do you have a bank account specifically for your business?
* **Do you keep records of your sales? (amount, type, and quantity)**
  + Do you know how much money you make as a farm?
  + How much do you spend marketing? (includes time at market)
  + Do you know how much money you make for each crop?
* **Do you know what credit is?**
  + Do you know what a credit score is?
  + How do these impact your credit score: credit cards vs ag loans

vs USDA loans?

* + How do you finance your farm?
* **Do you know what an FSA farm number is?**
  + Do you have an FSA farm number?

**LEGAL READINESS**

* **Do you know what business incorporation is?** 
  + Is your business legally incorporated?
* **Do you know what a Schedule F is?**
  + Do you file Schedule Fs?
* **Do you know what liability insurance is?**
  + Do you have liability insurance?
* **Do you own the land your farm is on?**
  + Do you have a written explanation of your

relationship to the land?

YES NO

**PRODUCTION READINESS**

* **Do you keep records of your harvests? (type and quantity)**
  + Do you keep records of your inputs? (cost, type, and quantity)
* **What crops do you grow very well? (consistent quantity and quality)**
  + Do you know what volume of product you want to grow?
  + Do you know what you use for irrigation?
  + Do you intentionally decide what seasons you grow for?
  + Do you know how to extend your seasons?
  + Are you willing to extend your seasons?
* **Do you have a plan for natural disasters taking out your crop?**
  + Do you know what crop insurance is?
  + Do you have crop insurance?
* **Do you want any certifications (e.g. GAP) for your farm?**
  + Do you know what resources are available for that certification?
  + Do you have any certifications for your farm already?

**POST-HARVEST READINESS**

* **Do you know what FSMA and GAP are?**
* **Do you wash your produce after harvest?** 
  + Do you have a designated packing shed?
  + Do you know what FSMA requires of your packing shed?
* **Do you check your produce for uniformity?** 
  + Do you check your produce for quality?
  + Do you sort or grade your produce?
* **Do you cool your produce after harvest?**
  + Do you have a cooler?
  + Do you know anyone with a cooler you could use?
  + Do you know what FSMA requires of your cooler?
* **Do you cool your produce during transport to market?**
  + Do you have a refrigerated truck?
  + Do you know anyone with a refrigerated truck you could use?
  + Do you know what FSMA requires of your refrigerated truck?
* **Do you have consistent packaging for your product?**
  + Do you know what FSMA requires of your product packaging?

**LABOR READINESS**

* **Do you know how much labor costs you?**
* **Do you know how much labor you need to reach your desired volume?**
* **Do you have the right equipment to grow and harvest your desired**

**volume?**

**WHOLESALE READINESS ACTION ITEMS**

**IMMEDIATE:**

**SHORT-TERM:**

**LONG-TERM:**

**NEXT MEETING?**