I'm a huge proponent of any woman starting her own business – whatever it is. It's really fulfilling at the end of the day... knowing I've done this and these are my rewards.

—Lacy, Oldebolt, Iowa

Women Planning Ag Businesses courses in Iowa are made possible by these statewide sponsors.
What is Women Planning Ag Businesses?

Thoughtful planning improves business success. This course is for women interested in exploring, starting, or expanding a farm or rural business. It offers a step-by-step approach for developing business plans for local foods, family farm growth or transition, rural businesses such as arts, sales, or transportation, and more. Women Planning Ag Businesses is a multi-session course. The course covers production methods, new markets, job descriptions, risk management, production protocols, and more. Women will access valuable resources and support while writing their personal business plan.

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We’re trying to show people you can plant trees, you can have that permanent cover there, and make an income...a really nice income! We’re most successful with the chestnuts right now...we make really good money off the chestnuts!

— Kathy, Wapello, Iowa

Participants will learn more about:

- Designing the Opportunity
  - Goals and mission
  - Ownership structure
  - Building net worth
- Producing Goods or Services
  - Job descriptions
  - Risk management
  - Production protocols
  - Breakeven cost
- Marketing the Business
  - Market trends
  - Distribution channels
  - Four P’s of marketing
  - Cash flow analysis
- Creating an Overall Strategy
  - Professional team
  - Strategic analysis
  - Accessing loans

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