

Maple Business Plan in One Hour



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Photo Credit: Mark Isenhardt

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**NORTHEAST
EXTENSION
RISK MANAGEMENT
EDUCATION**



United States Department of Agriculture
Agricultural Marketing Service

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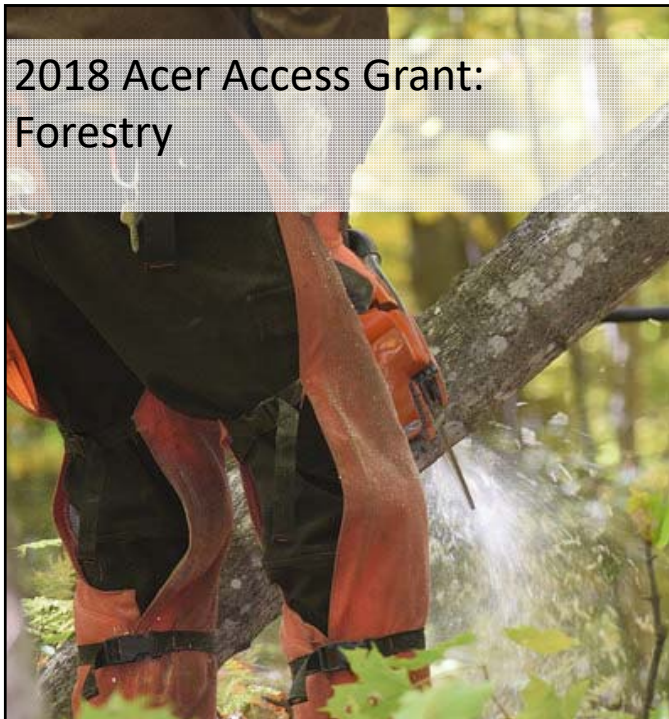
2018 Acer Access Grant: Maple Forest and Business Development



THE UNIVERSITY OF VERMONT
EXTENSION

- The 3 year Maple Forest Business Development Project integrates modern forest management practices and business analysis to create resources that support current and future maple operations
- Online decision tools, technical reports, presentations, webinars and industry publications that balance maple yield projections against current and future forest conditions
- Project Directors:
 - Mark Cannella, Farm Business Specialist
 - Mark Isselhardt, Maple Specialist

2018 Acer Access Grant: Forestry



- Survey forest practitioners and maple producers about current sugarbush management practices
- Review standard sugarbush management recommendations with focus on tree growth and sap yield
- Combine estimates of tree size, sap yield, and sustainable silvicultural guidelines to produce new management recommendations

2018 Acer Access Grant: Business



- Maple business resources will assist current and new producers plan for new investments, access to capital and profitability.
- Develop legal planning resources for business entity formations, transitions, tax planning and business-to-business agreements.
- Online resources include online decision making tools (calculators) and legal templates (leases and sap selling templates)

Online Maple Business Modules



- 5 year Average Yield
- Gross Sales Forecast and Pricing Calculator
- Self-Guided Business Plan



Whole Farm Revenue Protection



Includes
specialty or
organic farms

Up to \$8.5
million in
insured revenue

Marketing to local,
regional, specialty,
farm-identity
preserved or direct
market





TRANSFERRING THE FARM WORKSHOP

February 12, 2019 • Berlin, Vermont
 Make informed decisions for transferring your farm to the next generation or a non-family successor.

landforgood.org/rsvp

Business Plan Purpose

- Communicate to Audience
 - Owners/Partners/Household Supporters
 - Management
 - Capital Providers
- Connecting all the pieces
- Establishing Goals and Clear Targets
- Step Back, Think Strategically
 - Recognize challenges / Identify Opportunities
 - Measure and Analyze

Values and Mission

Why are you in business ?

- Personal - Lifestyle
- Economic Values: Break Even, Time Invested, Job Creation
- Community/Social: consumer benefits, employee benefits, civic engagement
- Environmental Values/Benefits

Values and Mission

Personal: _____

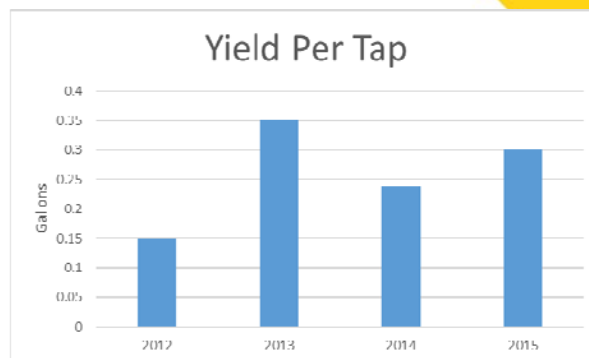
Economic: _____

Community/Social: _____

Environmental: _____

Production

- Tap Number, Future Tap Potential, Own/Lease
- Historic Yields – 4 year average
- Labor Skills and Time Available
- System , Technology and Status



Production Assessment

Forest Resource: _____

4 Year Average Yield: _____ per tap

Average Vacuum Level: _____ " Hg

Current System Status: _____

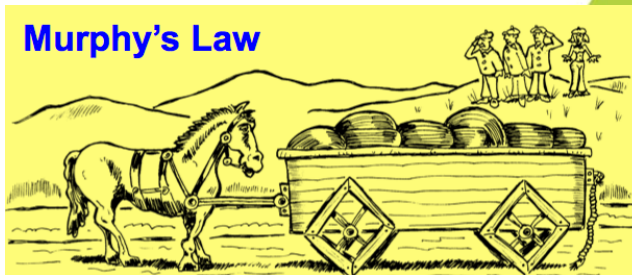
Key Practices: _____

Improvements Needed: _____

Risk Management

- Production Risk: Yields, Mistakes, Power Loss
- Financial Risk
- Food Safety
- Storms – Disease
- Neighbors
- Property Risk (Insurance, Inventory)

Murphy's Law



Anything that can go wrong, will go wrong.

Maybe it already has!

Production Risk

Major Risk Factors: _____

Steps to Reduce Risk: _____

Food Safety:

Financial Plan



- Your financial goals
- Know your operating costs
- Repairs
- New Investments

Finances	
New Investments	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Financial Goals: _____	

Biggest Costs: _____	

Cost of Production: \$ _____ per gallon	
\$ _____ per pound	

Market Assessment

5 P's of Marketing

- Product
- Price
- Place
- People
- Promotion



Product

Definitions:

- a bundle of attributes capable of exchange
- satisfies an individual or organizational need

Features and Attributes

Color

Flavor

Size

Raw materials

Style

Quantity

Purpose

Nutritional

3rd Party Verification

Reputation

Social Value

Life cycle

Origin

Image



Price Maker or Price Taker

Bulk Maple: \$2.20 per
pound (~ \$24.45 per gallon)

Roadside: \$55 per gallon



A Amber, Rich Taste, Choose your Size

\$12.65

In stock

Quantity

1


+


-

ADD TO CART

• COMPARE

• ADD TO WISHLIST





AMBER RICH

Amber Rich - Maple Syrup - 8oz & 16oz


\$28.99

A pronounced maple flavor accompanies Grade A: Amber Rich® syrup's bright amber-chestnut hue. Most similar to the standard maple tradition, this syrup is an exquisite complement to pancakes and waffles. Amber Rich syrup is generally used to incorporate maple with other bold flavors, working ideally as an accent for many breads, cookies, or chocolates. Maple lovers utilize it's bold taste to accent flavorful foods like coffee or cheeses. Many also use this versatile grade to infuse baked goods, marinades, and glazes with maple flavor.

All of our syrups are available in both 500 ml and 250 ml sizes.

Size

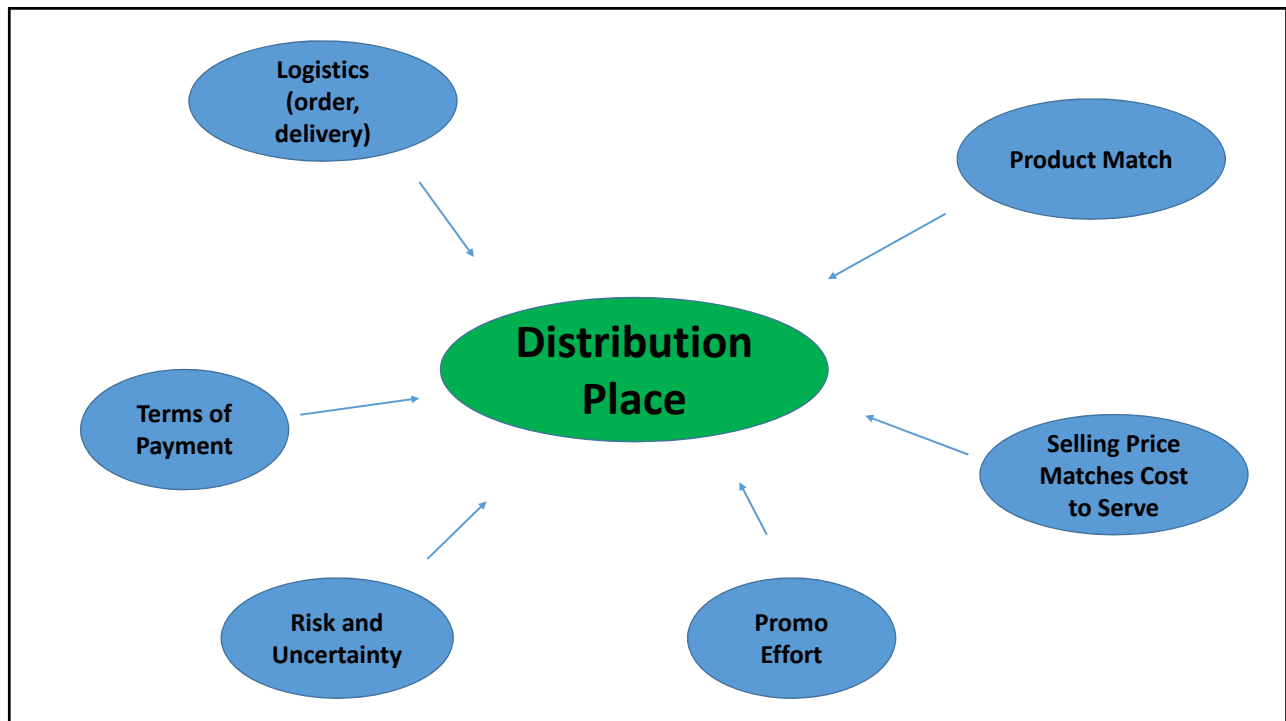
500ml ▼



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CULTIVATING HEALTHY COMMUNITIES



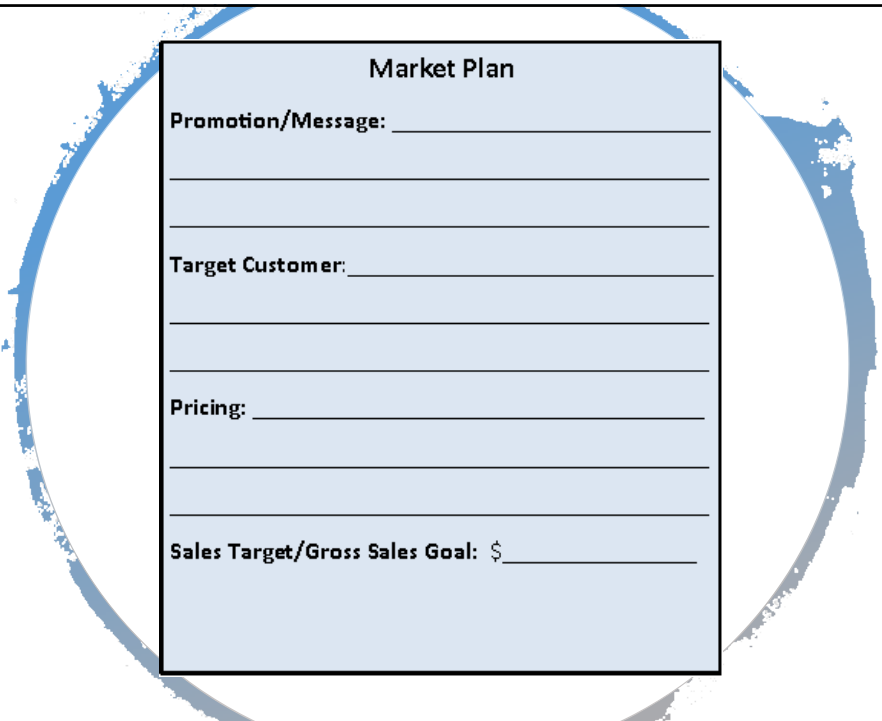


Market Assessment	
Product Features:	
_____	_____
_____	_____
_____	_____
Price Maker	or Price Taker
Current Outlets: _____	

Competition: _____	

Market Plan

- Communication
 - The message
 - The features
 - The tools
- Target Customers
 - Their wants – needs
 - Price sensitive
 - Lots more!!!!



Market Plan

Promotion/Message: _____

Target Customer: _____

Pricing: _____

Sales Target/Gross Sales Goal: \$ _____

Decisions Made

- ◆ _____
- ◆ _____
- ◆ _____
- ◆ _____

Ongoing Research - Analysis

- ? _____
- ? _____
- ? _____
- ? _____

Task Description	Responsible Person	Timeline
Short Term (0-12 months) :		
Short Term :		
Short Term :		
Mid Term (2-3 yrs)		
Mid Term (2-3 yrs)		
Mid Term (2-3 yrs)		



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