Do you need a business plan for your farm? Do you have an idea for a new venture, but aren't sure if it will work? This program is for you!

This course is designed for existing farm businesses or those planning to undertake a new farm business venture. Students will work with their farm's data, and the goal of the class is for participants to have a draft of a written business plan for a specific business venture. Because this is an on-line course, to participate you must have access to a reliable internet connection and a computer.

During the course, you will learn to:

* Assess whether or not a business idea is a good fit for you.
* Develop a marketing strategy to make a profit
* Use financial tools to evaluate if your business has the potential to be profitable

All course content is available online so you can work on it at your own pace. There will be weekly webinars where you can meet other students and interact directly with the instructor on the content. These webinars will be recorded.

Course instructors are Steve Hadcock with the Capital Area Agriculture & Horticulture Program, Elizabeth Higgins with the Eastern NY Commercial Horticulture Program and Bonnie Nelsen with the Lake Ontario Fruit Team.

To Register

[https://enych.cce.cornell.edu/event\_preregistration\_new.php?id=1991](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2F95mqtkuab.cc.rs6.net%2Ftn.jsp%3Ff%3D001SdigcGK_VASIZTH9ISroRxzK3dxcM6KcSTKjbJ-VgcHcsjMNBwjdn0q9ZKvFKW-FUxZpyB-20qkJNgD7y8lL8bx0aEnopKMiw3061NHjNXE-ChgfJSCsvqoqlrImV5W8z2c_uz-9fVA_3XvJOjvrG_HQtdwfmbupgS6H2gPg0LfLZKL8GICvyZvq1sG8m_MT9GlRiOpbSkVn_nY2RziyFw%3D%3D%26c%3D0BoSwWEAeQt0x1ozQ8E3_WFG6fpbkaZd8umzL49YFwfV-kPDTTSffQ%3D%3D%26ch%3DC9aESE1bZAATDMFVgjGtxTVRoVDN1WpzUyN1ZSRQ8v6jRJcIXG3CZQ%3D%3D&data=05%7C02%7Cgad23%40cornell.edu%7C56d8be13d6964736118d08dd10b8eba0%7C5d7e43661b9b45cf8e79b14b27df46e1%7C0%7C0%7C638685108641226191%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=cvDL9vs8kHDHFoFeFStVa%2FxY%2FmGcLwFhtB2JFZCcIeU%3D&reserved=0)

Don't hesitate to contact Elizabeth Higgins at [emh56@cornell.edu](mailto:emh56@cornell.edu) or call 518.949.3722 for more information.