



“Good Answers Come from Good Questions: Management Planning Starting with Questions”

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Hosted by Iowa State University and University of Illinois

Drake Ag Law Center

- Provides opportunities to study how the legal system shapes our food and agriculture systems
- Supports courses, publications, conferences, research initiatives, certification program in food and agricultural law
- My role: to help grow the Iowa food economy
- www.law.drake.edu/aglaw

Coyote Run Farm

Lacona, IA—Marion County

Coyote Run Farm: Restoring a 110 acre farm into a profit center through relational marketing and sustainable agriculture

- Fruits, vegetable, cut flowers, plants
- Pasture poultry
- Specialty beef
- Hay, horses, mules





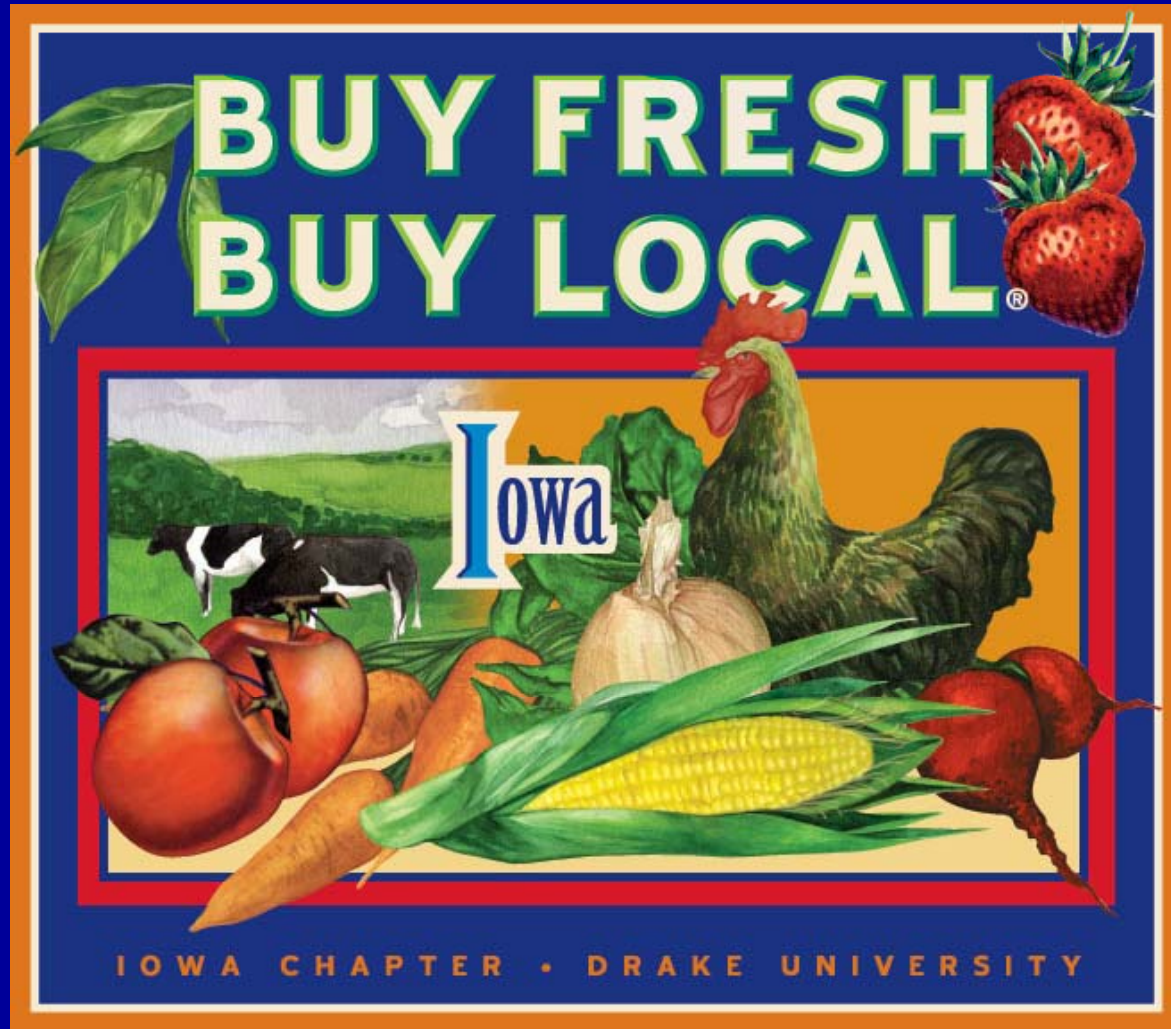
Iowa Network For Community Agriculture

INCA aims to promote relationships among people who are developing sustainable local food sources that are safe and healthy for people, all creatures, and the land.

www.growinca.org



Defining Local and Regional Food Systems



Ride the Wake



http://www.letsdiveguam.com/Lets_Dive_Guam_ENG_Misc_Photos.html

Farming Model vs. Business Model



- Product
- Price
- Placement
- Promotion
- People



What are the Goals for Your Business?



What is Your Business Structure?

- Partnerships = general partners or limited partners
- Limited Liability Companies = members
- Corporations = shareholders
- Cooperatives = patrons, members, or shareholders

What Market Strategy do You Use?



Do You Want Employees?

- No: then develop a business without them
- No: but your business needs them: develop a plan for managing them
- Yes: then develop a business that utilizes them
- How does owning the business differ from working for the business?

How Do You Create an Environment in Which Your Employees Thrive?



How do You Measure and Evaluate Business Success?

- What's your definition of success?
- What's your time frame for measuring it?
- How do you balance external success (profit or growth) with internal success (personal satisfaction)?

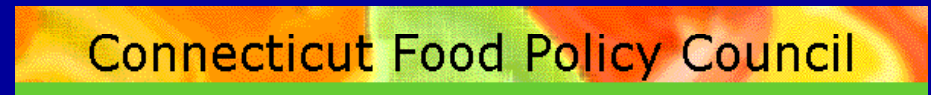


How do You Connect With Helpful Business Networks?

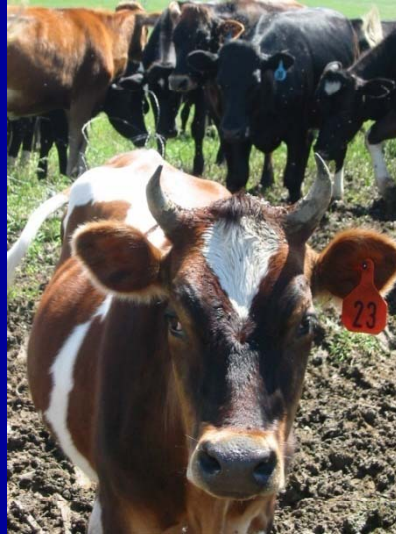
- What resources do you need?
- What strategies are you using to network?
- What networks exist with which you can connect?
- What's the cost-benefit of intentional networking?

Are You Involved With Local or State Policy Strategies?

- How do you balance the cost/benefit of being involved?
- What would be helpful to strengthen commerce in local and regional foods?



Thank You!



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