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**“ INNOVATIVE AGRICULTURAL TECHNIQUES TO BOOST  
ENTREPRENEURIAL SKILLS OF FUTURE FARMERS”**

# **FARMERS FOR FUTURE**

**ERASMUS+ PARTNERSHIPS  
PROJECT 2020-1-IT01-KA202-008505**

**IEK KAVALAS, GREECE**





**"HOW TO START AN**  
**AGRICULTURAL BUSINESS"**



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## **Where to start if you've never farmed before:**

**If you didn't grow up on a farm and haven't worked on one, you may be wondering how on earth you're going to make your dream a reality. This is a very real concern. The reality may prompt you to consider another line of work because farming is hard, and farming as a business is doubly so!**



# STEP 1: Establish your goals

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Formulating the objectives is a crucial step in the process of starting any business. If you want to become a successful entrepreneur, you must ask yourself the following pertinent questions.

- Why do I want to start an agribusiness? Why not something else?
- Am I doing it solely for profit or for giving back to society as well?
- What do I want to achieve through this business venture?

Once you have answers to the above questions, it'll be easier for you to choose the direction you want your business to take.



# STEP 2: Identify your niche

Knowing what you want to grow is not enough. It would help if you also had a clear idea about your market, buyers, and competitors. Thus, you must undertake extensive market research to assess your business strategy. So, if you are already interested in a specific product, you should study more about your local market.

Look at other farmers' markets, talk to other local producers, and meet consumers as well. If you can, survey other markets to see if any crops are undersupplied. Another critical part of the research process is turning to the local state department of agriculture. They will provide you with the latest information on farming in your state and help you with the legal procedures.





# STEP 3: Choose the most suitable land

After figuring out your agriculture business objectives and niche, you're going to find the right farmland. Besides, it would be best if you decided whether to buy or lease land. Leasing land is a popular choice for many new farmers as it minimizes financial risks and reduces upfront costs. If you're inclined towards leasing, find people who own farmland but don't do much. If you end up choosing to purchase land, you need to consider the following things.

- Your land's proximity to markets
- Water supply
- High-quality soil
- Facilities and infrastructure
- Neighbors





# STEP 4: Arrange financing for your agribusiness

If you are a budding entrepreneur, chances are you are going to seek loans for your farm. You must be realistic when initially applying for funding. You might not be able to secure such funding initially, to splurge on fancy farm equipment, and you'll need to be careful as to which tools to invest in.

For getting a loan, you'll have to write a business plan. Even if you're not seeking a loan, a business plan is useful in helping you figure out which of your ideas are worthy of application.



# STEP 5: Market your agribusiness

Marketing is an essential component of any business. You cannot expect your farm produce to reach consumers without having advertised it in the first place. You can successfully spread the word about your business by creating a logo for it, writing a catchy tagline, launching a website, and advertising it through newspapers.

Initially, you may need to allocate a bigger chunk of your budget to marketing. But it is vital to the growth of your agriculture business and sets you apart from your competitors.





## **STEP 6: Hire a workforce**

**Running an agriculture business is certainly not a one-person job. Unless you have a family to help you manage all chores at the farm, you will have to hire some employees. However, before you start recruiting people for the farm, you must keep in mind a few things.**

**First, you need to assess the areas you need help with. Second, you must consider the budget you can allocate to employee wages. Besides, it would help if you also analyzed whether you would hire full-time or part-time staff. Finally, after charting out a plan, acquire the help you need to make an enduring impression on your customers.**



# Laws and regulations for your product or service

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Often a good place to start your legal/regulatory search is your local township office. Give them a call and see what rules apply to your area or the product that you hope to purvey. Talking to neighboring farmers can also be very helpful. They may already have dealt with your local inspectors and know what issues may come up later.

Here are a few questions to ask of your local officials:

- Which political jurisdiction has legal authority over your property?
- If the land is zoned how is it classified?
- Are farming and direct marketing allowed as permitted uses on the property?
- How is farm direct marketing classified, as farm or commercial business?
- Are you subject to "commercial" standards concerning the design of facilities?





# **If you have employees you must meet consider the following protections and benefits:**

- **Worker safety, training and educational requirements "Occupational Safety and Health Act - IKA"**
- **Wage and hour standards, tax withholding**
- **Employee financial protections, unemployment and workers compensation**
- **Liability standards for work related activities**



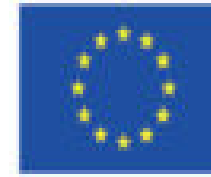
# **If you determine that you have employees follow the steps below:**

- **Register employees and obtain a federal tax id number.**
- **Register as an employer with the state.**
- **Comply with minimum wage and other wage and hour requirements**
- **Comply with child labor rules**
- **Pay the State Unemployment Compensation Fund**
- **Obtain Workers Compensation Coverage**

**Producer organizations will often list regulations that are pertinent to that industry.**







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