

Business Planning for Small Agriculture or Horticulture Producers

THIS
THREE-SESSION
CLASS WILL
FOCUS ON

- Strategies of
SWOT Analysis

- SMART Goal
Setting

- Marketing
Challenges

- Basics of
Writing a
Business Plan



Three-Session Class

Thursdays at 7:00 p.m.
February 9, 16, 23, 2012

Kenton County
Extension Office
10990 Marshall Road
Covington, KY 41015

***Are you a small horticulture
or agriculture producer?***

***Do you find yourself
at a point where you
need to take a hard
look at your business
operation?***

***Are you considering
a new venture and
just need to under-
stand how to set up
a business plan?***

*Learn the proper
way to evaluate your
operation, understand the
importance of goal setting,
and assess the risks associated
with a small farming or
horticulture
enterprise.*

**Please register on-line at
www.kentoncountyextension.com
or call 859-356-3155.**