



Guide to My Enterprise:

Farm business brainstorming worksheet

Part 1: Getting started

What do you enjoy growing or eating?

What's the largest scale you've grown these things at already?

Write a working vision statement. This can be refined as you learn, but start with a big idea. It will help to ground you as you answer more specific questions later on.

What are 1-3 words that best describe the focus of your farm or project?

Were there any questions from the video that seemed especially overwhelming to you?

(It's normal to not have all these answers early on in your dreaming/planning process. Recognizing which of the questions seem most out of reach can help you to identify where your some of your learning gaps might be, and where Growing Growers programming can most help.)

Describe or draw what you hope to create.

What elements are most important to your sense of accomplishment and satisfaction? What excites you?



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