

Date _____

Benchmarking Worksheet for _____

Pick Three of these benchmarks and work them into your business plan.

1. By year # _____ of farming, I/we want _____ customers.
2. By year # _____ of farming, I/we want \$ _____ in gross revenue.
3. By year # _____ of farming I/we want to be profitable. If not, I/we will:

4. If my/our credit card debt ever exceeds: \$ _____ I/we will:

5. By year # _____ of farming, I/we will have _____% of our income from the farm. If not, I/we will:

6. If my/our Current Ratio ever drops below _____, I/we will:

7. If my farming partner tells me they want out, I will:

8. My/Our income goal is: _____ per year.