

PLANNING YOUR RURAL PROPERTY

Are you thinking about ways to utilize your rural property or start a small-scale agricultural enterprise? If so, take a few minutes to answer these questions to guide the direction you may want to go. Include your immediate family and others who will be affected by your plans.

The Property

1. Description of the Property (acres, topography, open vs. wooded, soils, etc.)
2. What were the factors that made you want to purchase the property?

Goal Setting

1. What do you see happening on your property at this time next year?
2. What would you like your property to look like in five years?
3. What is the long range plan for your property?

Your Values

What are your guiding values? What can you accomplish that makes this the right situation for you and your family, the land and the community? How will you define success? If you have to make tradeoffs or compromises in regards to your land, or business what values are you going to stand by?

1. My Values
2. Monetary or Economic Values
3. Environmental Values
4. Community Values
5. Family Values

Past History or Experiences

1. What experiences do you have from your past that will help you meet the goals for your rural property?
2. From your experiences, what do you feel are your greatest strengths as a rural landowner?
3. From your experiences, what do you feel are your weaknesses as a rural landowner?

Management

1. How much time per day/week/ month do you have available to put into the enterprise?
(Production and Sales)
2. What do you envision the work load looking like for your operation?
(Who is doing what, and will there be hired help)
3. Who is going to make the management decisions?
4. What are the resources available to you?

Marketing Product

1. What are you going to market?
2. How are you going to market the product?
3. What is unique about your product?
4. What do you expect for income from the property?

After answering these questions if you find you still want to pursue development of a small-scale agricultural operation, contact your local Extension Office for the specifics and guidelines. For other resources of information from University of Wisconsin Cooperative Extension check out the statewide program team pages, <http://www.uwex.edu/ces/ag/teams/>.