



Cornell University
Cooperative Extension
Chenango County



Woodland Owner Business

Enterprise Template

Cornell Cooperative Extension Chenango County

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Created in collaboration with the New York Farm Viability Institute

Farm or Woodland Business Name: _____

Owners Name(s): _____

Address: _____

Phone (s): _____

Email: _____

Preparer Name: (If different than owner)

Preparer address, phone number, and email contact:

Which type of woodland enterprise are you interested in starting? (check those that apply)

_____ maple syrup production _____ maple sap production
_____ sawmilling/sawtimber production _____ firewood production
_____ mushroom production _____ other; what type _____

Production Goals for this company: (specifically measurable goods or services), per year

• **Financial, in gross dollars:** _____

• **Quantities of goods to be produced, for example 100 cords of firewood, 500 gallons of maple syrup, 10,000 board feet of lumber:**

cords of firewood _____ **gallons of maple syrup** _____

gallons of maple sap _____ **MBF feet of timber** _____

pounds of mushrooms _____ **other** _____

• **Unit prices for goods sold, such as firewood, \$60 per face cord, maple syrup, \$40 per gallon:**

Firewood, facecord _____ **Firewood, full cord** _____

Maple syrup, gallon _____ **quart** _____ **pint** _____

Maple products, other _____

Maple sap, approximate price per gallon _____

Mushrooms, per pound _____

Saw timber, per board foot _____

Other products: _____

• Describe your owned, leased or rented woodlot or lots (size in acres, maturity of trees, tree species composition)

• Size of woodlot(s) in acres: _____

• Maturity of trees (check) : mature _____ pole stands _____
young forest _____

• Species composition of woodlot trees: for example oak hickory, northern hardwood, red-sugar maple: (check those that apply)

Oak-hickory _____ Northern Hardwoods (maple-beech-birch) _____

Conifers-hardwood mix _____ Red-Sugar maple _____

• List any buildings or other infrastructure that exists on your farm that you plan to use for your business:

1. _____ 2. _____ 3. _____

4. _____ 5. _____ 6. _____

• List any new buildings or infrastructure that you will need to build, or existing buildings to retrofit/remodel for your business:

1. _____ cost: _____

2. _____ cost: _____

3. _____ cost: _____

- List any equipment that you already own that you expect to use in your business: (for example trucks, tractors, maple syrup equipment, sawmills, chainsaws etc.)

_____	_____	_____
_____	_____	_____

- List any equipment that you will need to purchase for your new business and estimate a cost for each:

Item: _____ price: _____

Item: _____ price: _____

Item: _____ price: _____

Item: _____ price: _____

- Who will be providing labor for this business? (If you do not know the names list the positions that will be needed)

- Will you need to hire additional labor to make this business viable? (check)

Yes _____ No _____

- **If you hire labor, what be the labor cost per year?**

- **If you hire labor, how will you manage your payroll requirements for paying state and federal income taxes? (check)**

I will _____ Accounting service _____

- **To whom and how do you plan to sell and market your forest products? For example, direct to the public, sell to wholesalers, farmers markets, at the farm? (circle any that apply)**

- **Briefly describe your marketing plan for your products:**

- **Do you now have, or do you intend to create an internet website to advertise your goods/services? (check)**

Yes _____ no _____

- **If you have a website, what is its address?**

(fill in) <http://> _____

- **Will you create this website yourself or will you have to hire someone to do it for you?**

- **If you do hire your website services, how much will this cost you annually?**

● **In addition to the internet, will you be using any other marketing methods, such as social media, newspaper ads, radio? How much will each method of advertising cost you?**

● **How much will you plan to spend annually on your total marketing plan?**

● **How will you specifically measure the effectiveness of each marketing method?**

● **Assistance: Which organizations, consultants, and agencies will you seek information and education from for this project? (check)**

Cornell Cooperative Extension _____

New York Forest Owners Association _____

NY Maple Producers Association _____

Private Consulting Forester _____

NYSDEC _____

Cornell Master Forest Owner Program _____

Other: (list) _____

● **Which events will you attend to further your knowledge of woodland businesses?**

_____ NY State Maple Conference _____NYS Woodsmans Field Days

_____ NY Forest Owners Association, Chapter and State levels

_____ NY Farm Show _____ NYS Maple Tour

Others: (list)

● **Income Projections**

1. What will the **gross income** for the following years?

What do you expect your net income to be for the following years? (Net income is calculated by subtracting total expenses from gross income).

Year 1: _____

Year 2: _____

Year 3: _____

● **Business Transfer**

1. How many years do you intend to run this business?

2. Will you be planning to transfer this business to someone else, such as a family member, at some point, or will you liquidate the business?

● **Insurance**

1. Which types of insurance will you need to acquire for this business, such as liability, fire, etc, and how much will the different types of insurance cost you each year?

● **Total Business Costs**

1. What will be the total startup costs for this business?

2. Approximately what percentage of the startup costs for this business will come from:
 - Savings: _____
 - Loans: _____
 - Grants: _____
 - Other Sources: _____