



Cornell University  
Cooperative Extension  
Chenango County



**Woodland Owner Business**  
**Enterprise Template for Shiitake Mushrooms**

**Cornell Cooperative Extension Chenango County**

**99 North Broad Street**

**Norwich, New York 13815**

**607-334-5841**

*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 utilized)**

**:** \_\_\_\_\_

**Preparer address, phone number, and email contact:**

\_\_\_\_\_

\_\_\_\_\_

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

• **Financial, in gross dollars:** \_\_\_\_\_

• **Quantities of mushrooms to be produced:**

pounds of mushrooms \_\_\_\_\_

• **Expected unit prices for mushrooms goods sold:**

Mushrooms, per pound \_\_\_\_\_

• **Describe your 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 \_\_\_\_\_      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://www](http://www). \_\_\_\_\_

- **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?

● **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: \_\_\_\_\_