

Introduction Slide: welcome and introductions

References and Resources for Feasibility of Alternative Rural Enterprises Course

"A Guide to Value Added Agriculture and Forestry Enterprises", Sharp, Rod et.al., Colorado State University Cooperative Extension, April 2000.

Alternative Farming Systems Information Center,

<u>http://www.nal.usda.gov/afsic/afslinks.htm</u> Alternative Agriculture-Related Internet Sites and Documents, USDA-ARS.

"Building a Sustainable Business: A Guide to Developing a Business Plan For Farms and Rural Businesses", Minnesota Institute for Sustainable Agriculture, (Sustainable Agriculture Network, Handbook Series Book 6, 2003)

Colorado State University, Cooperative Extension, http://www.ext.colostate.edu/.

Colorado State University, Department of Agriculture and Resource Economics, <u>http://dare.agsci.colostate.edu/csuagecon/default.htm</u>.

"Creating Customer Value: The Path to Sustainable Competitive

Advantage", Naumann, Earl, (Van Nostrand Reinhold, 1994)

"Customer Engineering: Cutting-Edge Selling Strategies", Frigstad, David, (Oasis Press, 1995).

Enterprising Rural Families: Making it Work, <u>http://eruralfamilies.org/</u>, Cooperative Extension Service, University of Wyoming.

"**Farm Management**", Boehlje, Michael D. and Ediman, Vernon R. (John Wiley and Sons, 1984).

Marketing Teacher, http://www.marketingteacher.com/ Accessed March 2006.

"Pricing Guide for Desktop Services: Street Smart Pricing for the Small Business", Entrepreneur, July 1995: (Brenner Information Group, 1995)

"Risk and Resilience In Agriculture",Kaan, Dennis A. et al., Risk Management Agency, United States Department of Agriculture.

Risk Management Agency (RMA), http://www.rma.usda.gov/.

The Risk Management Association (RMA), http://www.rmahq.org/RMA/.

RightRisk, <u>http://www.rightrisk.org/</u>RightRisk Education Team, Western Center For Risk Management Education and USDA/CSREES. Accessed November 2005.

"Small Business Entrepreneurship and Beyond", Hatten, Timothy S., (Prentice Hall Business Publishing, 1996).

"The 7 Laws of Customer Value: How to Win Customers and Influence Markets", Broydrick, Stephen, (Irwin Professional Publications, 1996).

"The Small Business Planning Guide", Colorado Small Business Development Center, SB-2M-00156-01.

"Tilling the Soil of Opportunity, Nxlevel Guide for Agricultural Entrepreneurs", Wold, Cameron et al., (US West Foundation, ISBN: 1-890730-08-04, 1999)

University of Wyoming, Cooperative Extension Service, http://uwadmnweb.uwyo.edu/UWCES/.

University of Wyoming Department of Agriculture and Applied

Economics, http://www.uwyo.edu/agecon/.

Western Center for Risk Management Education, http://westrme.wsu.edu/.

Western Integrated Resource Education (W.I.R.E.),

<u>http://agecon.uwyo.edu/wire/default.htm</u>, Montana State University, University of Idaho, Utah State University, and University of Wyoming.

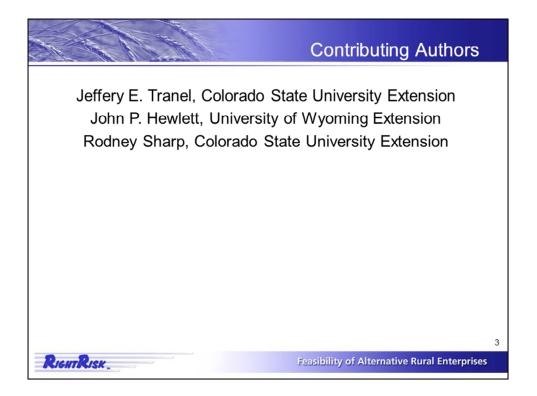
"Western Profiles of Innovative Agricultural Marketing", Western Extension Marketing Committee, The University of Arizona, Cooperative Extension, Publication AZ1325, 2003.

"Western Risk Management Library, <u>http://agecon.uwyo.edu/RiskMgt/</u>", Western Extension Farm Management and Marketing Committees,



We will be discussing the following topics:

- •Agricultural and rural enterprises
 - Definition and common traits
 - Alternative enterprises
 - Level of interest SWOT analysis
- •Selecting and planning for Alternative enterprises
 - Assessing feasibility
 - Competitive analysis
 - Business planning
- Assessing risks
 - Risk preferences
 - Sources of risk
 - Risk management strategies



We will be discussing the following topics:

- •Agricultural and rural enterprises
 - Definition and common traits
 - Alternative enterprises
 - Level of interest SWOT analysis
- •Selecting and planning for Alternative enterprises
 - Assessing feasibility
 - Competitive analysis
 - Business planning
- Assessing risks
 - Risk preferences
 - Sources of risk
 - Risk management strategies