



Picking the Right RAS - The Decision Process for an Individual

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Why RAS?

- ▶ Financial
- ▶ Farm Diversification
- ▶ Life History
- ▶ Life Style
- ▶ “I’ve Got A Barn?”

Whatever the Reason

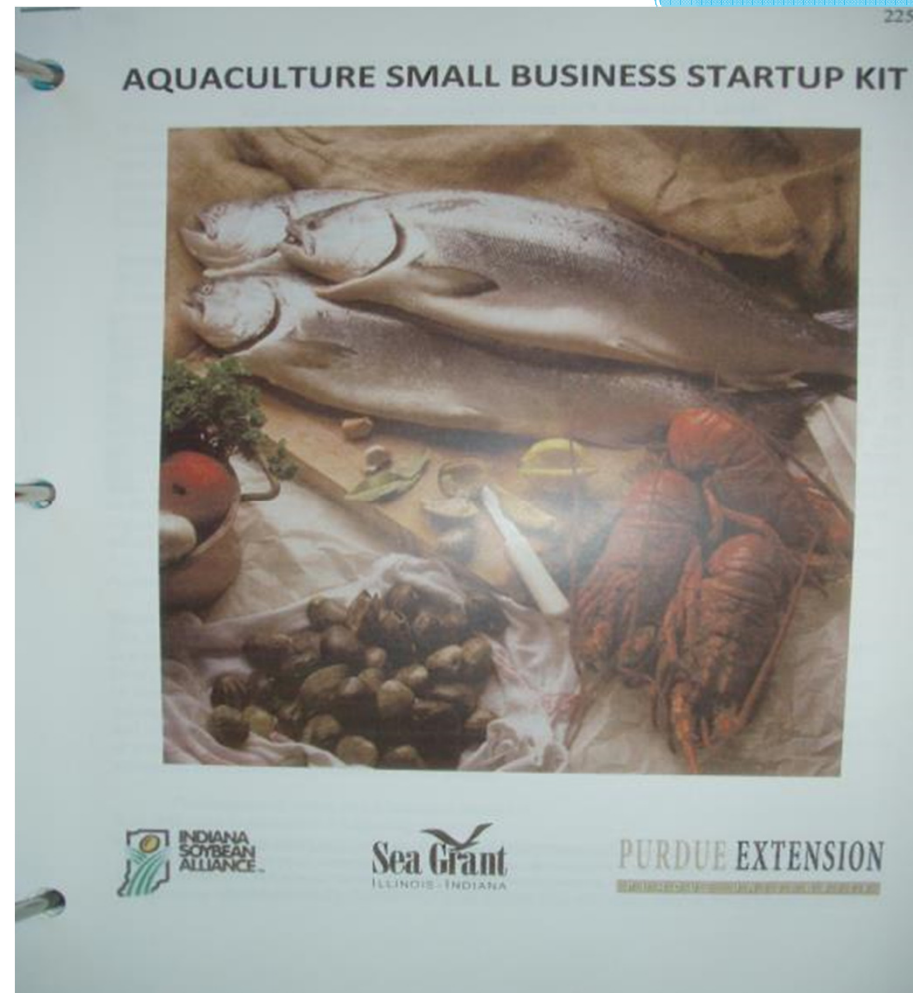
- ▶ Realistic Self-Evaluation
- ▶ Resources In-Hand and Available
- ▶ Market Analysis

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Realistic Self-Evaluation Strength/Weakness

- ▶ Personality
 - ▶ Retail/Wholesale.
 - ▶ Direct/Indirect
- ▶ Technology
 - ▶ Background, New Expertise
- ▶ Time
 - ▶ Part-time/ Full-time



Resources In-Hand and Available

Assets

- Monetary

- Land

- Water

- Time

- Building

- Other

Resources In-Hand and Available -Technical Resources-

People

- ▶ Govt., Institutions
- ▶ Consultants
- ▶ Vendors
- ▶ Other Farmers
- ▶ Managers/ Technicians

Literature

- ▶ Books, Journals
- ▶ Websites
- ▶ Technical Manuals (OM)

Market Analysis Present and Future

Resource Based

Constrained

- ▶ Building
- ▶ Time/Effort
- ▶ Monetary

Market Driven

Opportunity

- ▶ Species
- ▶ Market Niche
 - ▶ Local
 - ▶ State
 - ▶ Regional
 - ▶ National

\$\$\$\$Sustainability

- ▶ Profit Motive
- ▶ Financing and Investment
- ▶ Marketing
- ▶ Expertise