

Additional Resources

Books

Engle, C.R. 2010. Aquaculture Economics and Financing: Management and Analysis. Blackwell Scientific, Ames, Iowa.

Engle, C.R. K. Quagraine, and M.M. Dey. 2017. The Seafood and Aquaculture Marketing Handbook. Wiley-Blackwell, Chichester, UK.

Fact Sheets

Engle, C.R. 2012. Introduction to Financial Management of Aquaculture Businesses. SRAC Publication No. 4400, Southern Regional Aquaculture Center, Stoneville, Mississippi.

Engle, C.R., 2012. Assessing the Financial Position of an Aquaculture Business: Using Balance Sheets. SRAC Publication No. 4401, Southern Regional Aquaculture Center, Stoneville, Mississippi.

Engle, C.R., 2012. Determining the Profitability of an Aquaculture Business: Using Income Statements and Enterprise Budgets. SRAC Publication No. 4402, Southern Regional Aquaculture Center, Stoneville, Mississippi.

Engle, C.R., 2012. Evaluating the Liquidity/Cash Position of an Aquaculture Business: Using Cash Flow Statements. SRAC Publication No. 4403, Southern Regional Aquaculture Center, Stoneville, Mississippi.

Stone, N., C.R. Engle, and E. Park. 2008. Production enterprise budget for golden shiners. Southern Regional Aquaculture Center Publication No. 122, Southern Regional Aquaculture Center, Mississippi State, Mississippi.

Engle, C.R. 2007. Arkansas Catfish Production Budgets. MP 466, Arkansas Cooperative Extension Program, University at Pine Bluff, Pine Bluff, Arkansas.

Engle, C.R. and N. Stone. 1997. Developing Business Proposals for Aquaculture Loans. Southern Regional Aquaculture Center Publication No. 381, Stoneville, Mississippi.

Electronic and Online Resources

AgPlan. 2012. University of Minnesota, St. Paul, Minnesota. www.agplan@umn.edu. Free, self-guided site that allows you to build a complete business plan, with instructions, tips, and complete outline. Very user friendly.

Business Plan Development

Business plans can be complex documents. Commercial businesses often charge more than \$20,000 for a complete business plan. Fortunately, there is a free web site, developed by the Center for Farm Financial Management at the University of Minnesota that walks a farmer through each section of the business plan. Each heading and section is accompanied by instructions, examples of what type of information should be included in that section, and references. This is a very useful web site that is being used widely in the current Trade Adjustment Assistance program for catfish and shrimp. This web site is referred to as AgPlan and is available at: <http://www.AgPlan.umn.edu>.

Market Maker

An Internet presence is an increasingly valuable marketing tool, and increasing amounts of fish and seafood are being sold on the Internet. More and more fish farmers have web sites and take orders on line. A few years ago, a web site called Market Maker was developed as a result of a national partnership between land-grant universities and State Departments of Agriculture. It is an electronic database designed to connect buyers with farmers to facilitate sales. It essentially is an online directory of suppliers and buyers, but it also provides some information for some simple market research. Registration is online at the web address:

<http://national.marketmaker.uiuc.edu>

Registration is easy and the site provides another way for fish farmers interested in direct sales to advertise their products.