



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Working Together with your SBDC



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Developing Your Business Plan

Your business plan serves as a road map. Helps answer such questions as:

- Who
- What
- When
- Where
- How





Business Plans usually consist of:

- Executive Summary
- Business Description
- Management
- Marketing
- Money



Management

- Organizational Chart
 - What are every day processes/practices for your business?
 - Who's responsible for what?
 - How does the decision making process flow?
- How do/will you manage risk?
 - What types of safety precautions do you have in place?
 - Scheduled feeding
 - Scheduled testing
 - More frequent testing/checks
 - Alarm Systems?



How Does Poor Water Quality Affect Your Wallet?

What are some water quality parameters?

What are some business variables?



Water Quality Parameters

- Temperature
- Dissolved Oxygen (DO)
- Ammonia
- Nitrite (NH₃)
- pH



Business Variables

- **Stocking Cost**
- **Feed Cost** (can this be improved?)
- **Energy Cost** (are there any options to save \$ here? Solar, Natural Gas, etc.)
- **Harvest Frequency** (the longer it takes to get to market the longer you your cash flow struggles) (what if you could do this more frequently?)
- **Re-stocking frequency** (what if you could add another crop to your
- **Interest Lost on Operating Loan** (have you looked at buy down options through The Ohio Treasurers office? (Ag-Link)



Example – Hybrid Catfish

Buckeye Aquafarming Newsletter...

Hybrid catfish held in High dissolved oxygen DO (min >3.8 mg/L) pond water gained an avg. of 44% more weight compared to fish at Low DO (min 1.6 mg/L in year 1 and 1.3 mg/L in year 2)

Translation...MORE MONEY!!!

***From stocking to harvest survival was a minimum of 87%

Hybrid catfish not in Ohio however these types of results are likely to be applicable in your operation.



Understanding the Records

In addition to Oxygen problems nitrite and pH levels also can cause fish kills especially during the heat of the summer.

Understand the records to prevent and limit stress/loss

As temperatures and feeding rates increase so does the consumption of oxygen in the water



\$\$\$ Websites of Interest

- \$ Treasurer of Ohio www.tos.ohio.gov
 - Ag-Link, Reenergize Ohio
- \$ Ohio Development Services Agency www.development.ohio.gov
 - Has a variety of bonds, grants, loans and tax credits that can assist Ohio companies as they grow and create jobs
- \$ Finance Fund www.financefund.org
 - Connects local small business owners and entrepreneurs with public and private funding to help spark community development and create jobs.
- \$ United States Dept. of Agriculture www.usda.gov
 - *USDA Farm Service Agency www.fsa.usda.gov
 - *USDA Natural Resources Conservation Service www.nrcs.usda.gov
- \$ Small Business Administration (SBA) www.sba.gov
- \$ Ohio Valley Regional Development Commission www.ovrdc.org
- \$ Southern Ohio Ag & Community Development Foundation www.soacdf.net



Other Websites of Interest

- The Ohio State University South Centers <http://southcenters.osu.edu/>
Business Development Network <http://southcenters.osu.edu/business>
Ohio Small Business Development Centers www.ohiosbdc.ohio.gov
The Ohio Secretary of State www.sos.state.oh.us
Ohio Business Gateway www.business.ohio.gov



Questions or Comments??

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