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.
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
$ 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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