1. Introducing Agritourism, direct marketing, and on farm value added product venture.
2. Step 1: Evaluating your assets
3. Step 2: Components of a business plan
4. Mission statement
5. Goals and objectives
6. Creating a management plan
7. Creating a marketing strategy
8. Forming a financial strategy
9. Area of concern
10. Step 3: what is a marketing plan

1. what is your purpose?

2. Advertising

3. Investigating competition

4. Customer service

5. Working with your community(local and state)

V. Step 4: considering local, state, and federal regulations

1. State of Delaware codes and ordinances

a.Registering with the state

I. Choose a business legal structure

b. Zoning and building code regulations

c. Signage in Delaware

d. Public and environmental health

I. Food safety

II. On farm accommodations

III. Public safety

1. Water
2. Septic system
3. Road system
4. Parking on your property

e. Direct marketing concerns

I. Labeling goods

-organic

- general

II. Weights and measure

F. Obtaining licenses

I. Business licenses

II. Liquor licenses

G. Taxation

I. Lodging tax

II. Labor taxes

* Employer identification number
* Employee state- tax registration

2. Planning for success: working with the state of Delaware and your country to plan your business.

3. Working with legislators, your neighbors, and the community.

VI. Step 4: creating a risk management plan

1. Delaware laws
2. Farm safety
3. Insurance
4. Guests

-reducing risks

-Americans with disabilities regulations

b. Insurance

c. Employee care

I. Occupational health and safety regulations

2. How to write a risk management plan

3. Risk management checklist

Vii. Human resource considerations

1. Labor training information
2. Contract information

Viii. Checklist for success

1. Starting an Agorithm operation(school hours, fall festival, corn mazes)
2. Starting an animal oriented operation
3. Starting a bed & breakfast
4. Starting a diary product operation
5. Starting a direct market
6. Starting a farmer’s market
7. Starting a meat market on your farm
8. Starting a winery
9. Helpful contacts and resources.