



# Prairie Garden Farm

Starbuck, Minnesota

1. History+
- 2. Farm Operational & SWOT Analysis**
3. Increase Revenue & Profit



## Operational Analysis

A couple thoughts....

- ❑ “If you don’t grow it, you can’t pick it. If you don’t pick it, you can’t take it. If you don’t take it, you can’t sell it” – Vicki Stamback, Bear Creek Farms Stillwater, Oklahoma

In other words, your performance in one activity determines your capacity (i.e. limits your performance) in the next.

- ❑ What is it that we do? How does that change if (for example) we want to double our income?

You have goals. How will working toward your goals change what you do? How will what you do change in order for you to meet your goals?

Grow Flowers

Sell Flowers

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graph TD; A[Grow Flowers] --> B[Process Flowers]; B --> C[Sell Flowers];
```

Grow Flowers

Process Flowers

Sell Flowers

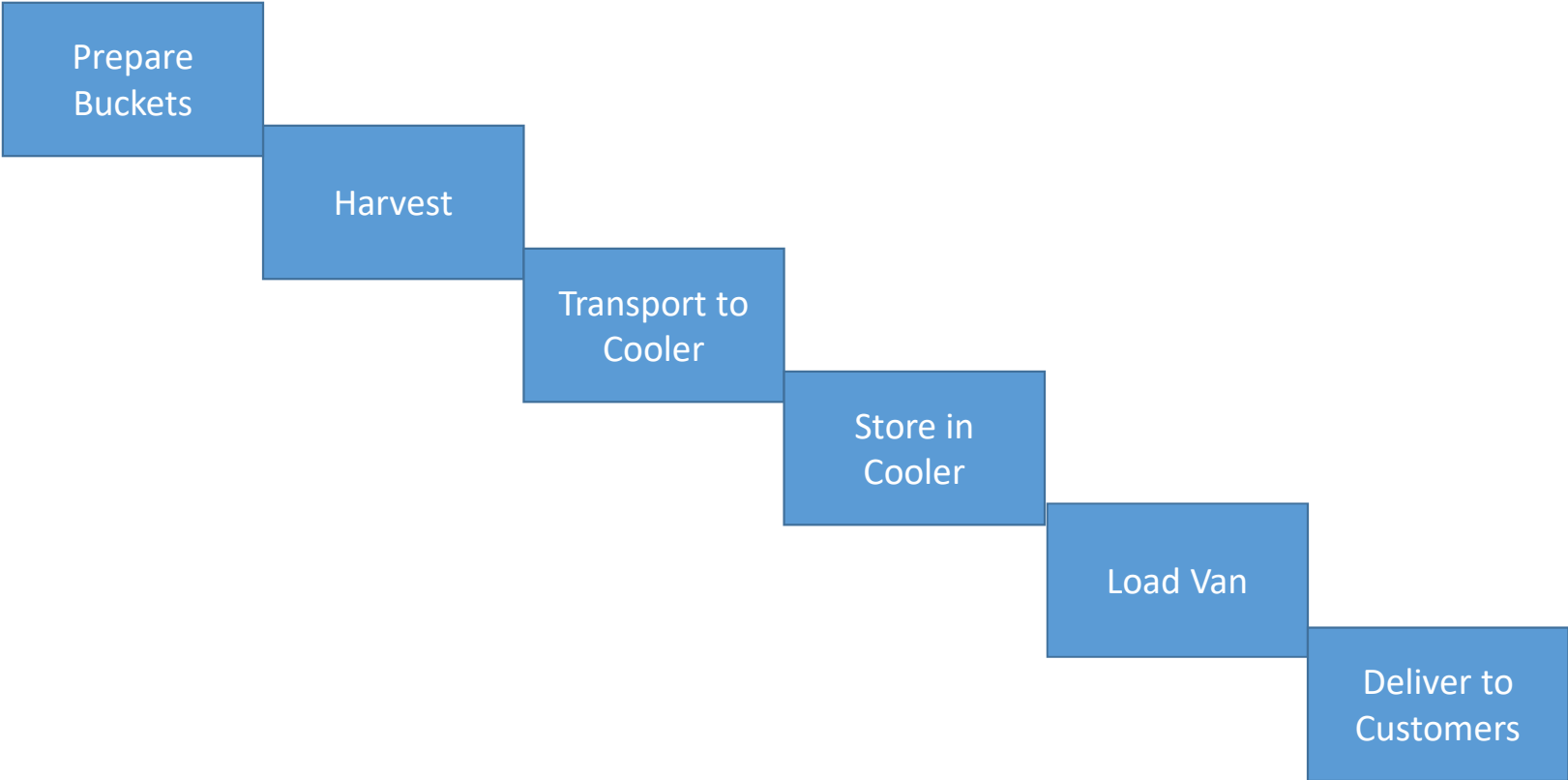
Process Flowers

Harvest

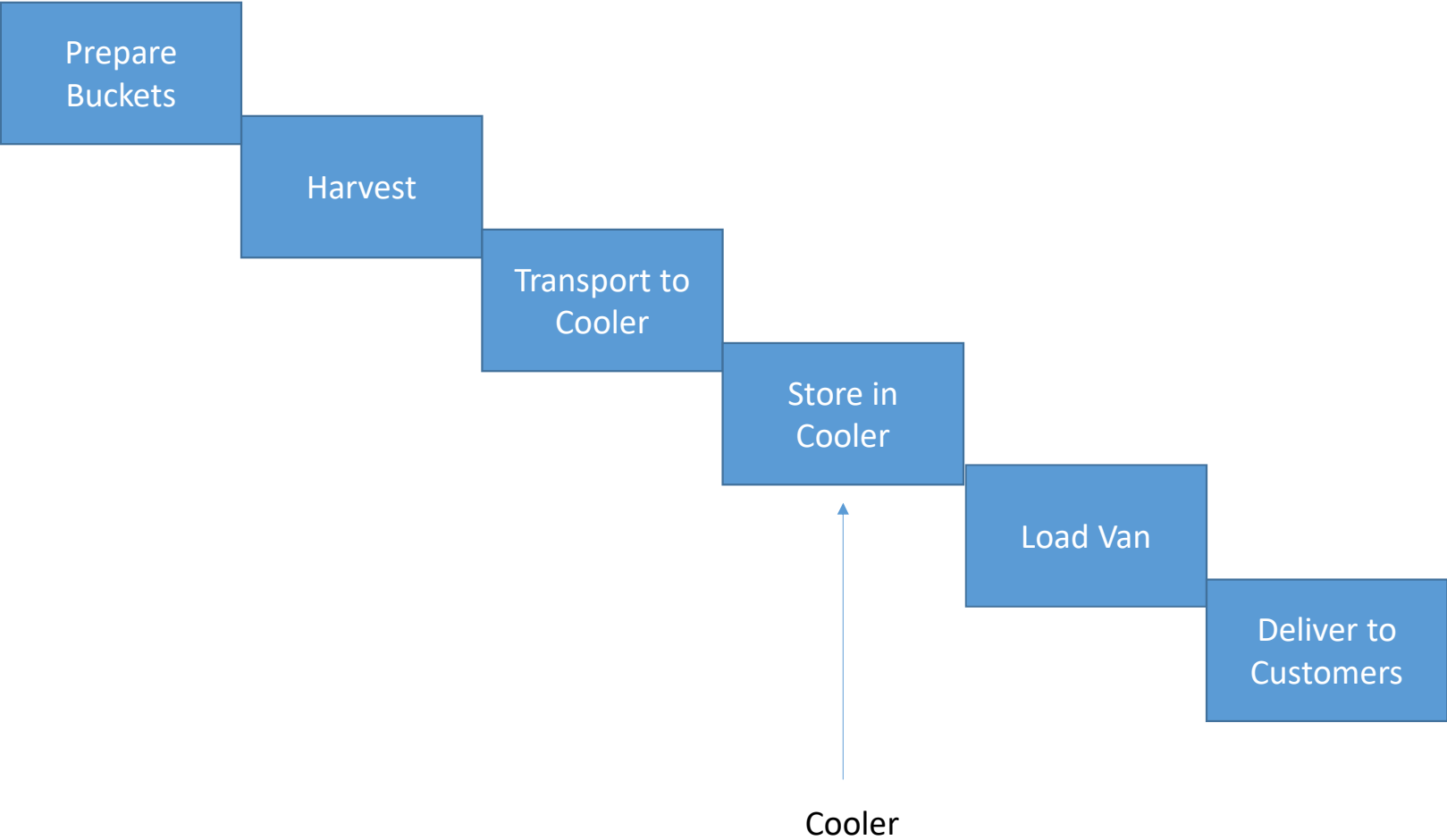
Store in  
Cooler

Deliver to  
Customers

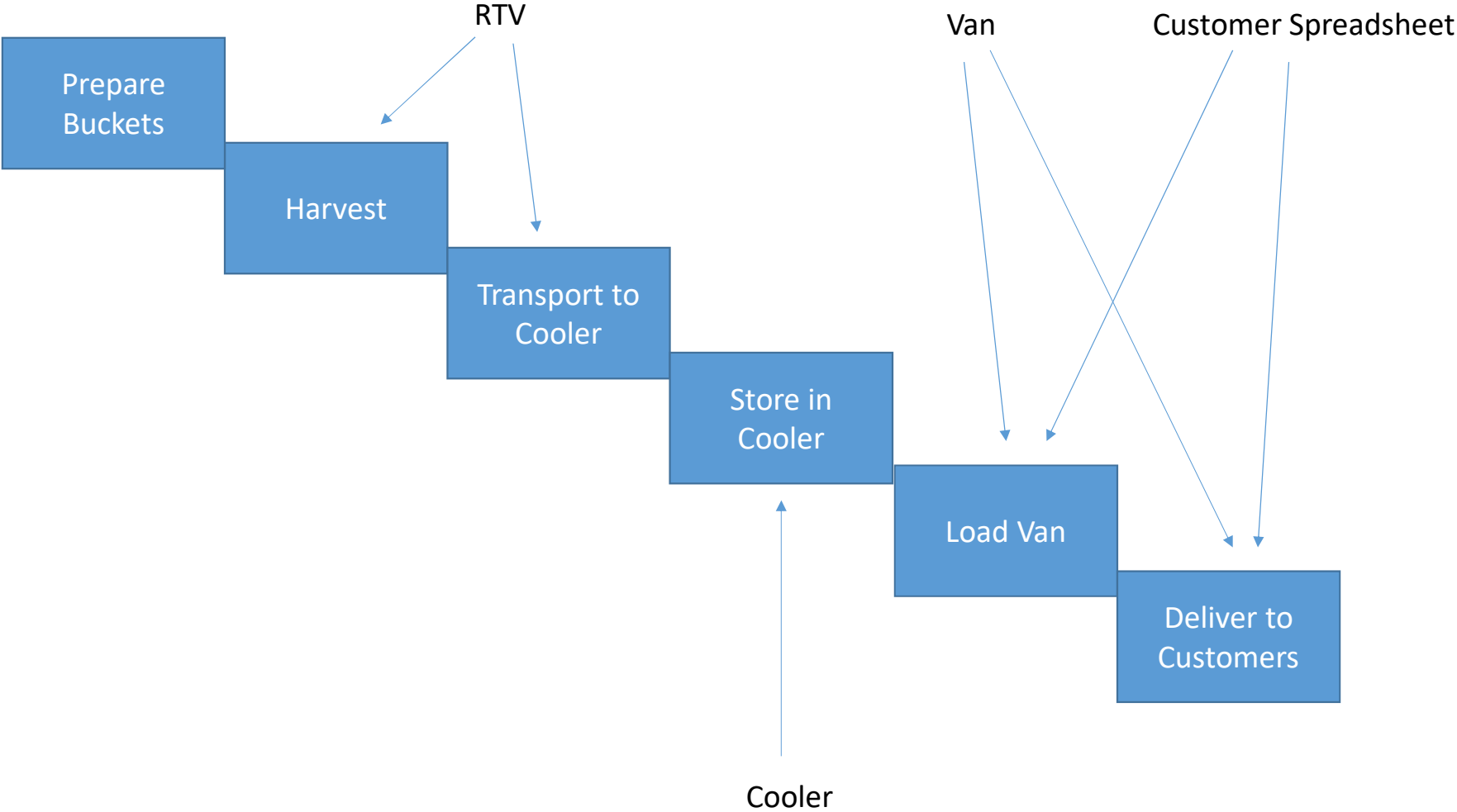
Process Flowers



Process Flowers

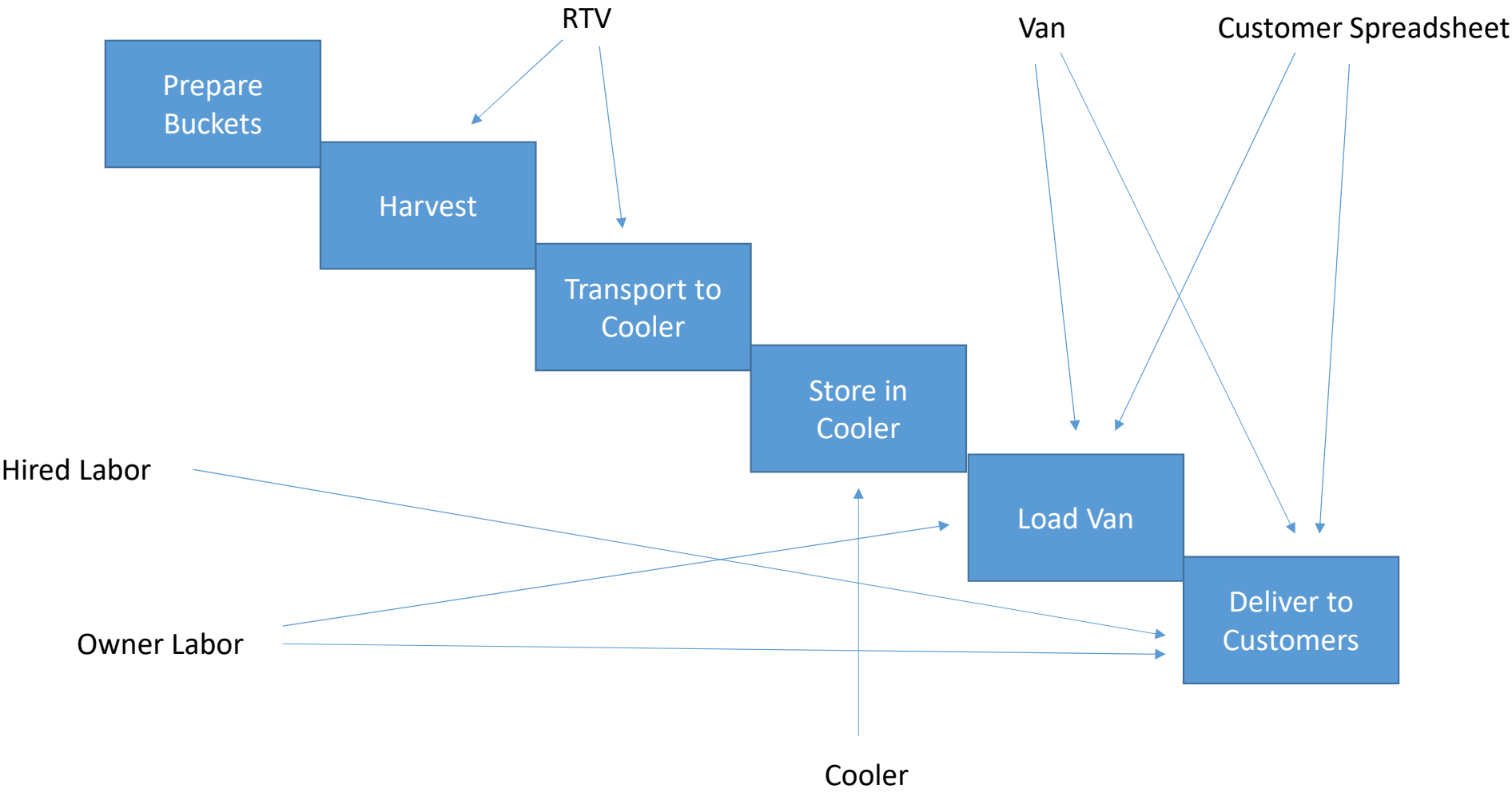


Process Flowers





Process Flowchart

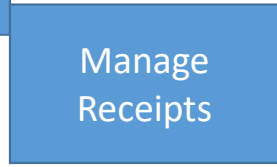
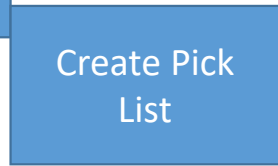
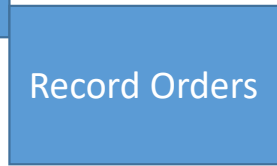
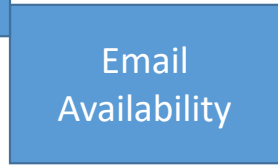


Sell Flowers

Customer Spreadsheet

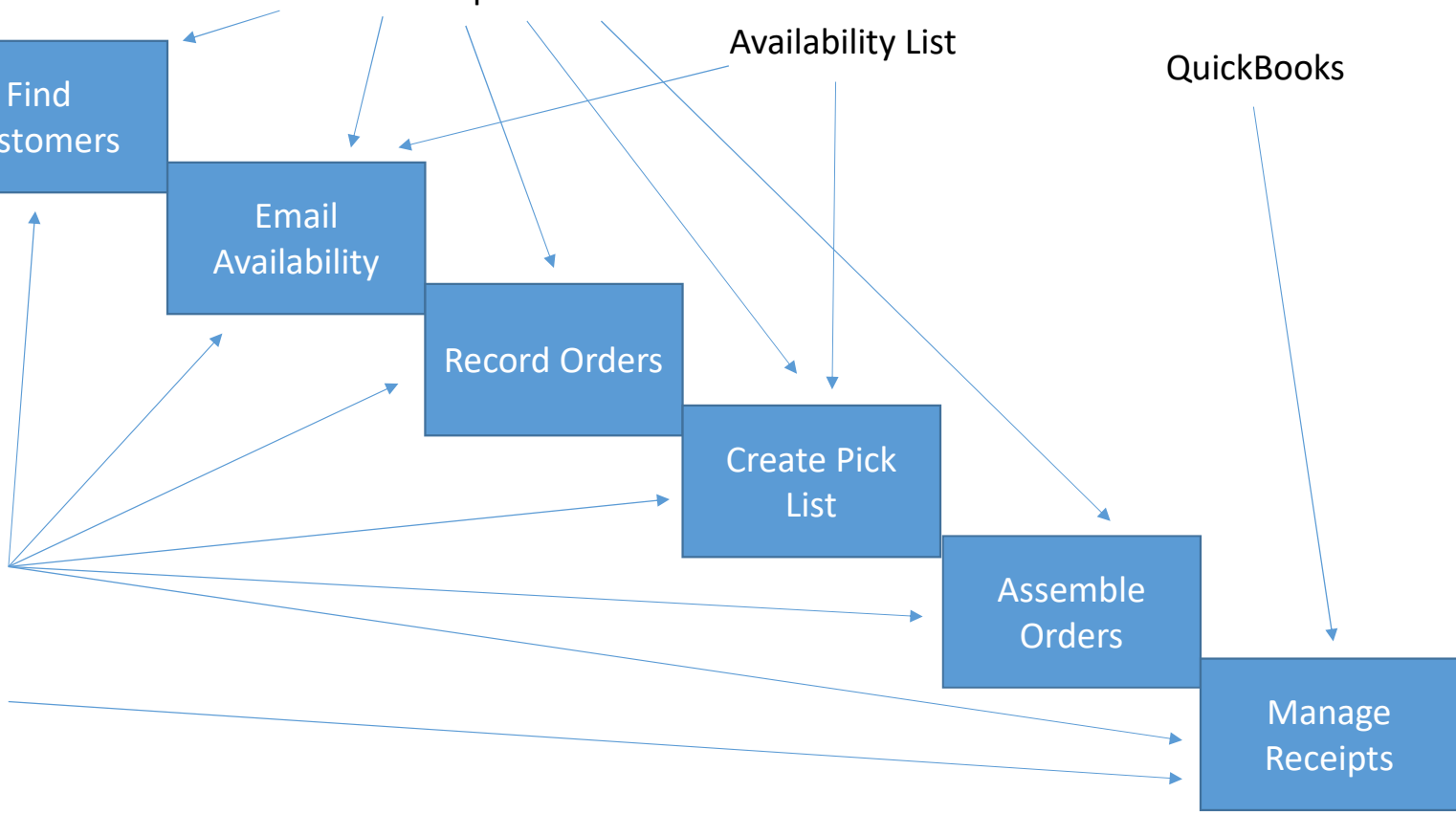
Availability List

QuickBooks

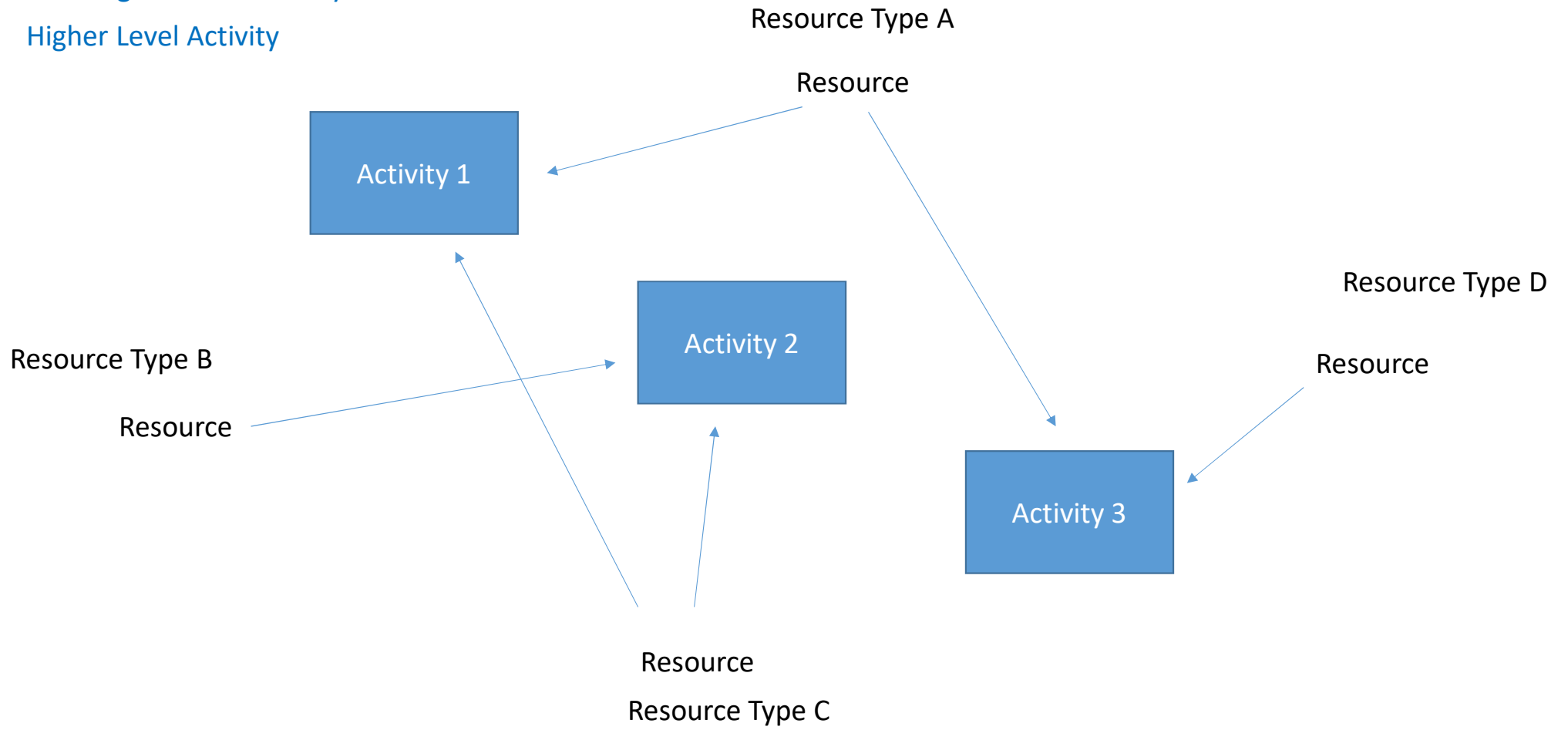


Owner Labor

Hired Labor



Next Higher Level Activity  
Higher Level Activity



- ❑ It's the journey, not the destination. The process of diagramming your operation will help you see the connections and dependencies.
- ❑ There's no right or wrong. If you're not sure how to depict something, do it each way.
- ❑ Activities are written in rectangles, with an implied order of top left to bottom right. You could draw arrows if needed.
- ❑ You could have parallel activities. For example, growing plugs and direct seeding would converge after the plugs are transplanted.
- ❑ You could have conditional activities – actions that don't occur all of the time.
- ❑ If a page has only two activities, consider placing both in the higher level diagram.
- ❑ What are Resource Types?
  - Equipment
  - Facilities
  - Labor
  - Perhaps separate software/computer from equipment
  - Markets
  - Consumables (seed, fertilizer, compost, etc.)
  - Vendors
- ❑ Resources could be dependent on other resources

## SWOT Analysis (i.e. Self-awareness 101)

### Strengths

- What are you good at already? What are your advantages? What knowledge, equipment, facilities, etc. do you already possess?

### Weaknesses

- What are you bad at – or at least inexperienced? What are your disadvantages? Are you lacking critical infrastructure or resources?

### Opportunities

- Is there a good market for your flowers? Is competition lacking in some areas? Are there things you can grow that aren't already available?

### Threats

- What might throw off your plans – prevent you from being successful? Is there competition? Is your market changing? Any regulatory issues on the horizon that will be a problem for you?

If a threat affects your competitors more than it affects you, it's not a threat – it's an opportunity.

Generic threats are not useful, e.g. 'Bad weather could ruin my crops'. That could happen to anyone. On the other hand, being susceptible to weather-related crop damage is a weakness.

An opportunity might turn into a strength, if you're able to capitalize on it. On the other hand, if multiple people take advantage of it, it might not become a strength, though not necessarily a weakness either.

What's the point?

- Strengths
  - Figure out how to make the most of them. Maximize their affect.
- Weaknesses
  - Resolve to improve.
- Opportunities
  - Plan to take advantage of them.
- Threats
  - Plan to avoid or at least lessen their impact.