



# Starting a Farm From Scratch

A 3-Part Webinar Series

Part 1: Intro to Land Assessment

March 1 | 10 a.m. - 11 a.m.

Matthew Mccue  
Shooting Star Organic Farm  
Army Veteran



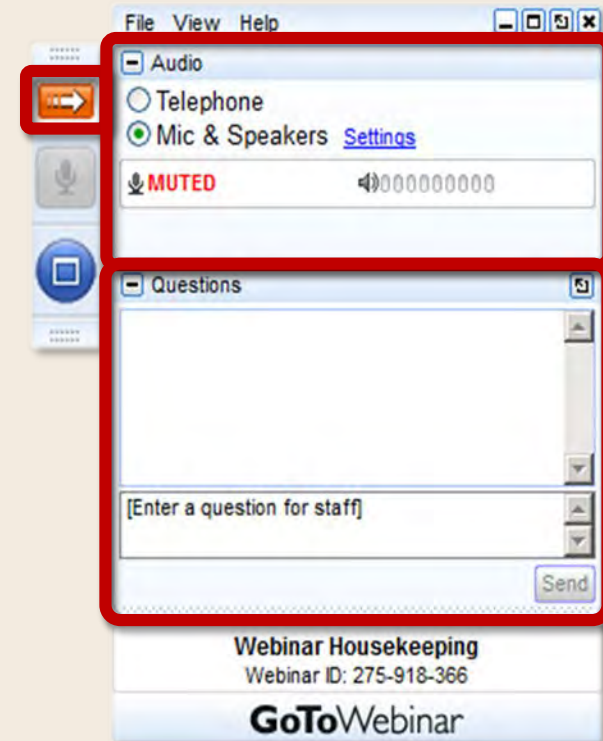
***You should see something that looks like this on your own computer desktop in the upper right corner.***

*If you would like to call in using the phone, just locate your Audio Pane and select Use Telephone. The dial-in information and access code will then be displayed.*

*You also have the ability to ask questions using your Questions Pane. Simply type in your question and click Send.*

*We will pause once during the presentation for questions and will do a Q & A session at the end of the webinar.*

*We hope to answer all questions during the webinar, but if we run out of time, we will answer them offline.*



# Who is Matt Mccue?

- U.S. Army OIF veteran and returned Peace Corps volunteer
- Owner/Operator of Shooting Star Organic Farm and CSA in Fairfield, CA
  - 10 years farming experience
  - Grower of organic vegetables
  - B.S. Business Management
- Masters in International Agricultural Development – in progress





**Good Soil** |



**Good Water** |



**Access to Markets**

**Income – Cost = Profit**

**You're an  
agricultural  
detective!!!**

**Carmen Sandiego**

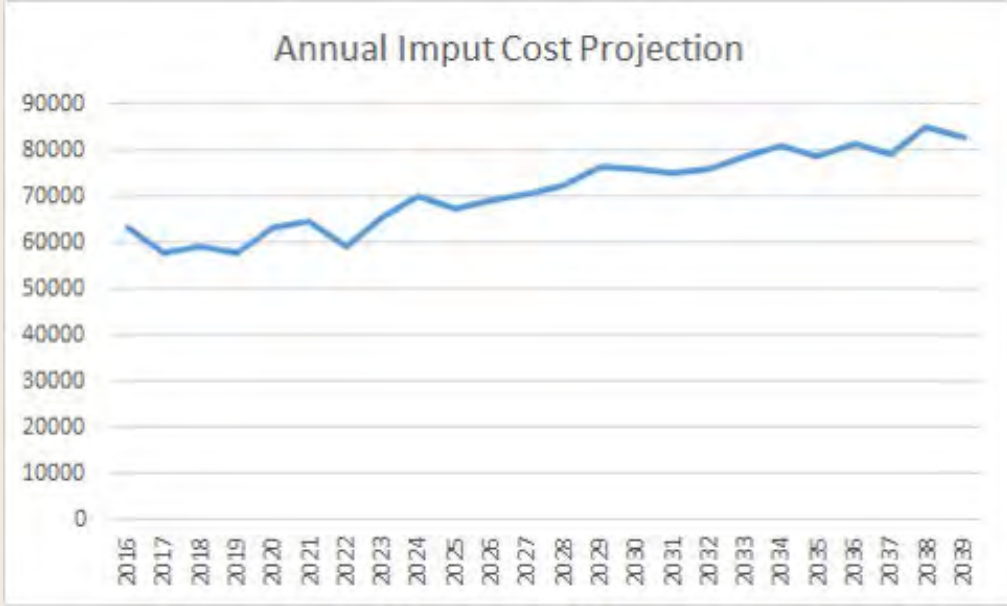
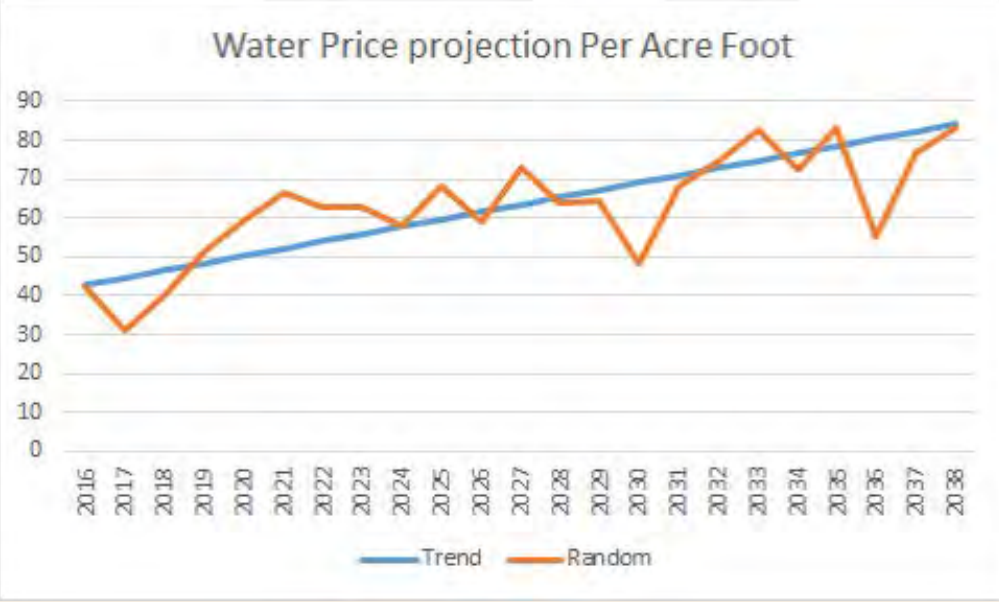
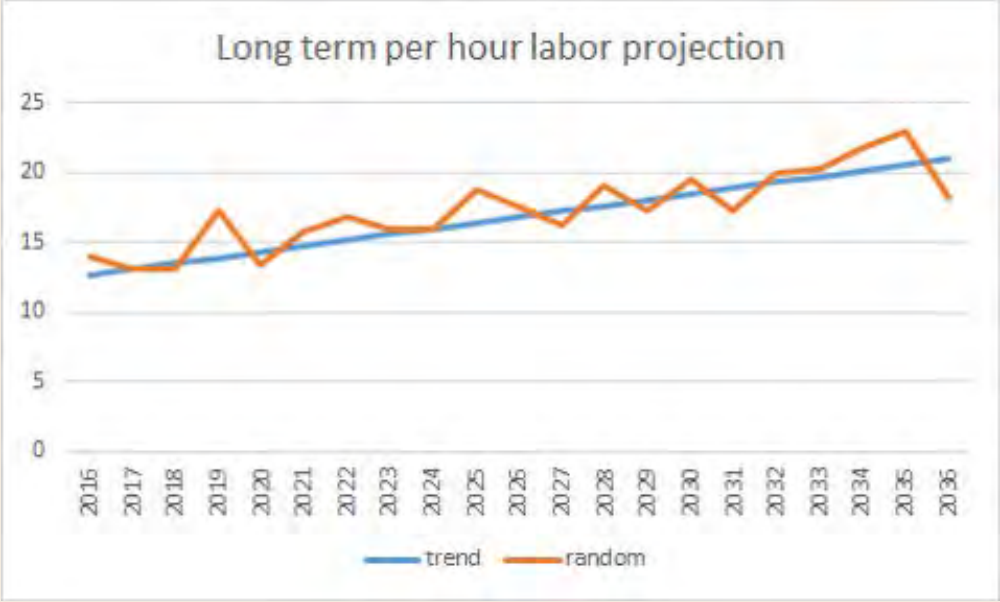


# Markets Decide Everything

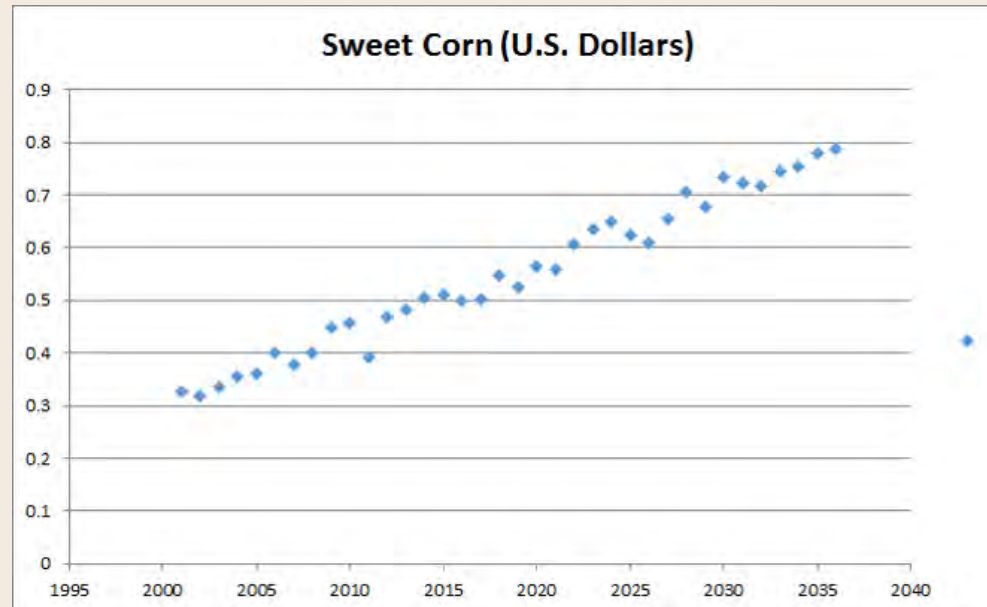
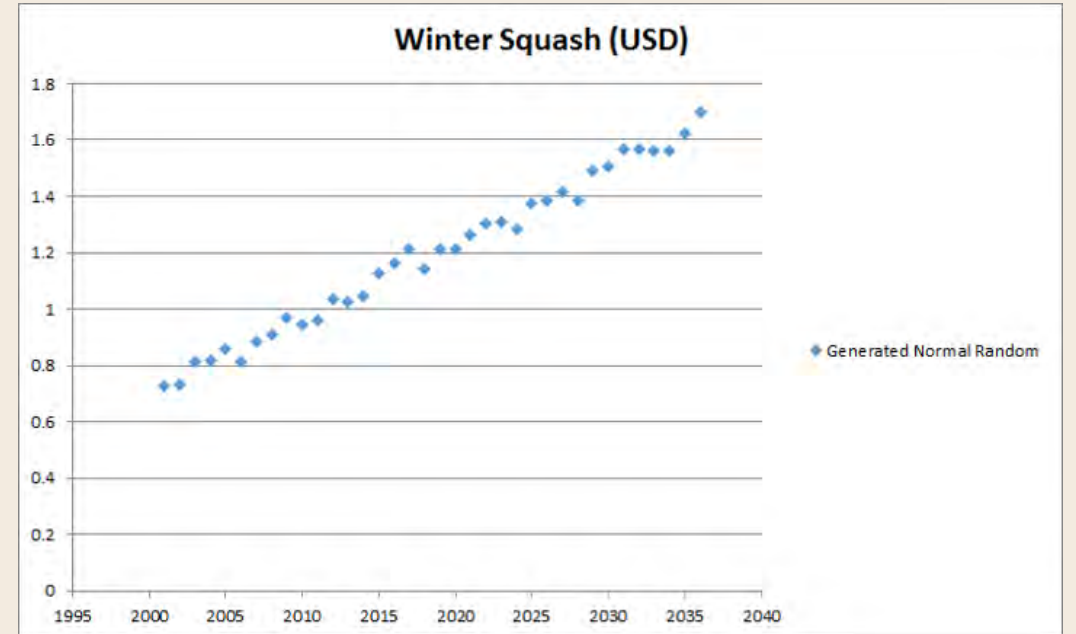
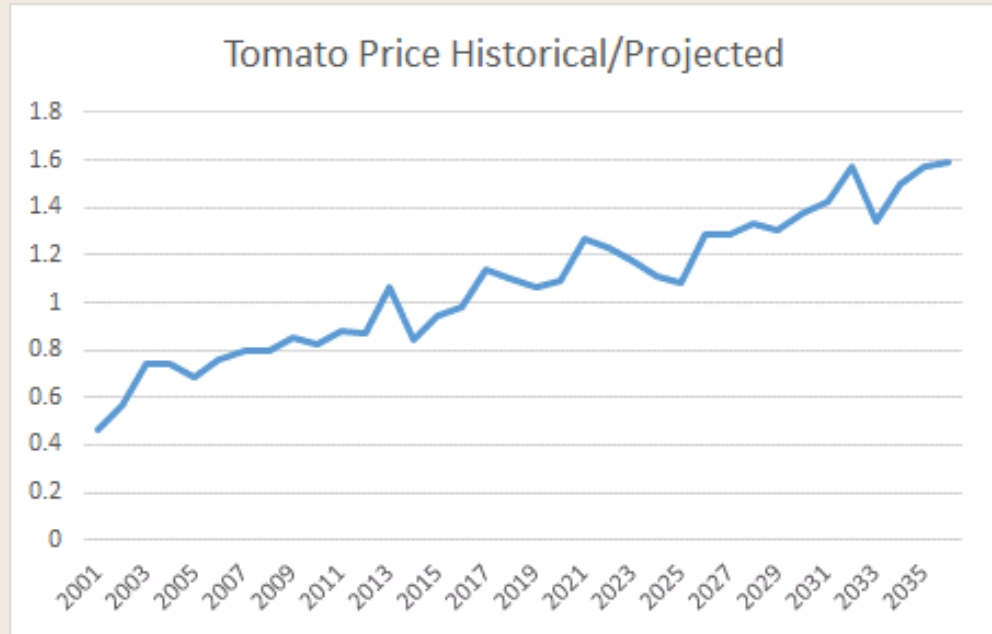
- Is there a market for fresh vegetables?
- Who is the potential competition?
- Speak to the competition!!!
- What do farmer's market customers say they want more of?
- What is missing/underrepresented at the market?
- What are the prices now? What were prices like three years ago?
- Can you produce a better product?



# ↓ Input Prices: A Few Key Inputs



# Output Prices – For Primary Outputs





# Problems to Resolve



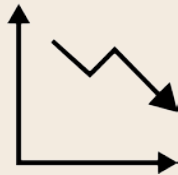
Labor scarcity



Unknown ability to sell produce



Unknown future competition



Possibly unrealistic revenue expectations



Unforeseen expenses

## Labor key to farm production

*A lack of migrant farm workers is threatening many growers' summer harvests. A look at which crops require the most hired labor:*

**Hired labor as percent of crop's total production cost:**



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Source: U.S. Department of Agriculture  
Graphic: Judy Treicle



# Questions?