



# "Company Name XYZ"

## Business Plan

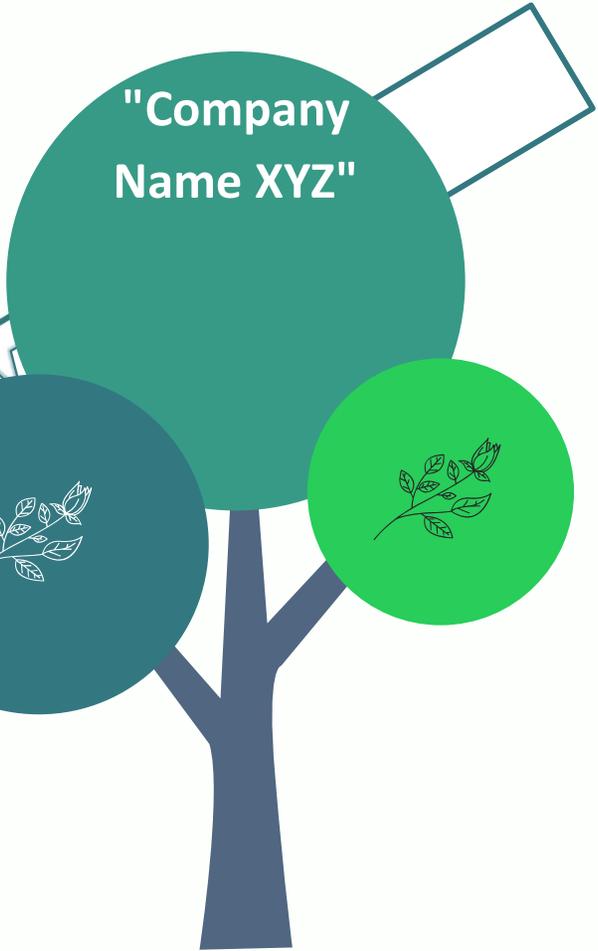
Prepared By: "Owner Name XYZ"



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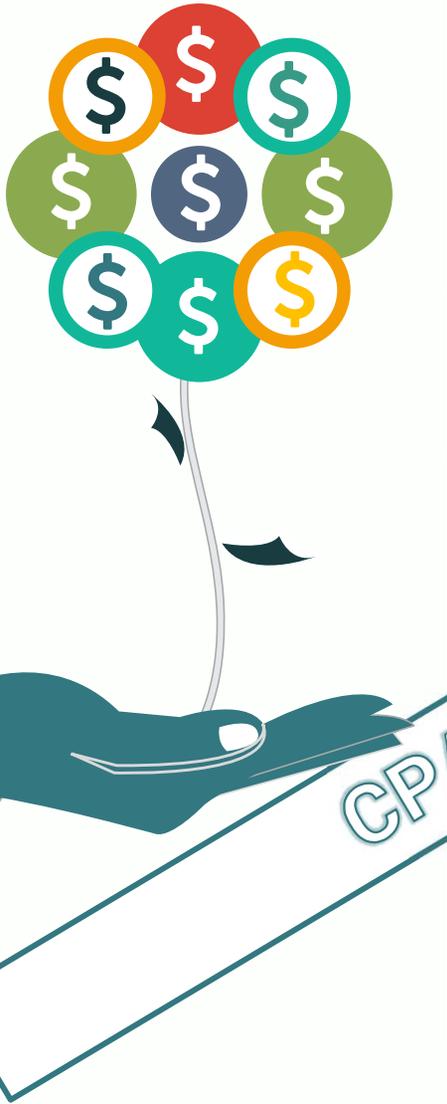
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# Purpose of Business Plan



The purpose of this Business Plan is to present a clear, credible, and structured proposal for the establishment and operation of "Company Name XYZ", a mixed-crop farming enterprise to be located in Peace River County, Alberta. This plan demonstrates the commercial viability, operational sustainability, and long-term growth potential of the proposed farming business within the Canadian agricultural sector.

Specifically, the Business Plan has been prepared to support an application under the Canadian Farm Stream immigration program by outlining the applicant's investment intentions, farming experience, operational strategy, and commitment to active day-to-day farm management in Canada. It provides detailed information on land acquisition, crop production plans, financial projections, staffing requirements, and risk management practices to evidence the applicant's ability to establish and successfully operate a bona fide agricultural business.

The plan further serves as a strategic roadmap for the first five years of operations, guiding decision-making related to crop selection, equipment investment, labour planning, and market engagement. It demonstrates how the business will contribute to the local agricultural economy through land development, seasonal employment, and reliable supply of high-quality grains and vegetables to established Canadian buyers.

Overall, this Business Plan is intended to confirm that "Company Name XYZ" is a genuine, economically sustainable farming operation aligned with provincial agricultural objectives, immigration program requirements, and long-term rural development goals in Alberta.





# Executive Summary



## The Market

The **Canadian wheat farming industry** has shown resilience, particularly with strong demand for **high-quality durum wheat**. Despite price volatility, steady revenue growth is projected, reaching **\$14.8 billion** by 2030, fueled by **export markets** in **Asia** and **precision agriculture**. However, challenges like **climate change** and **labor shortages** persist, creating opportunities for innovation and sustainability investments. Meanwhile, the **vegetable farming industry** in Canada has benefited from the **Buy Canadian** trend, with **domestic demand** driving growth.

The sector has experienced a **CAGR of 3.3%** since 2020 and is expected to reach **\$5.8 billion** by 2030. Despite **rising input costs** and **labor shortages**, automation and **sustainability initiatives** will help the industry adapt, supported by **government assistance**. Both sectors are poised for sustainable and profitable futures, driven by **global demand**, technological advances, and a focus on resilience.



## Goals

- **Establish a fully operational mixed-crop farm** in Peace River County, Alberta, producing high-quality grains and vegetables within the first year of operations.
- **Achieve stable and consistent annual production** by applying modern agronomic practices, including soil testing, crop rotation, and efficient irrigation systems.
- **Build and maintain long-term contractual** relationships with primary grain buyers to ensure predictable demand and sustainable revenue growth.
- **Gradually increase farm productivity** and profitability through reinvestment in equipment, infrastructure, and operational efficiencies over the first five years.
- **Actively manage and grow the business** on a full-time basis while contributing to the local agricultural economy through employment creation and land development.





# Executive Summary



## The Management

"Owner Name XYZ" is the Founder, Sole Owner, and Active Managing Director of "Company Name XYZ", bringing over 15 years of hands-on agricultural experience across crop production, soil fertility management, irrigation systems, and harvesting operations. His background reflects deep operational knowledge gained through long-term, direct involvement in farm planning, cultivation, and yield optimization.

Mr. Chauhan has extensive experience managing the full agricultural value chain, including land preparation, crop selection, sowing schedules, fertilizer and pest management, irrigation planning, harvesting, and post-harvest handling. He has successfully applied modern and mixed farming techniques to improve productivity, manage input costs, and adapt operations to varying climatic and soil conditions.

As the principal operator, Mr. Chauhan will be responsible for day-to-day farm management, long-term strategic planning, budgeting and financial oversight, regulatory and environmental compliance, and coordination with buyers, suppliers, and service providers. His role also includes supervising seasonal labor during peak planting and harvesting periods, ensuring efficient workforce utilization and adherence to operational best practices.



## Strengths and Benefits to the Economy

- **Contributes to the development and productive use** of agricultural land in Peace River County, strengthening Alberta's rural farming sector and food supply chain.
- **Generates local employment through the hiring** of seasonal and, over time, full-time farm workers, supporting job creation in rural communities.
- **Supports Canadian agribusinesses by supplying grains** and vegetables to established buyers, grain elevators, input suppliers, and service providers.
- **Creates ongoing economic activity through capital investment** in farmland, equipment, irrigation systems, fuel, maintenance, and professional services.
- **Enhances regional food security and export capacity** by producing high-quality agricultural products for domestic distribution and international markets.





# Executive Summary

## Grains Yield (bu/acre)

Crop	Year 1	Year 2	Year 3	Year 4	Year 5
Wheat (High)	65	74.8	86.0	96.3	141.5
Wheat (Low)	60	69.0	79.4	88.9	130.6
Barley	55	63.3	72.7	81.5	119.8
Canola	30	37.5	46.9	53.9	87.9

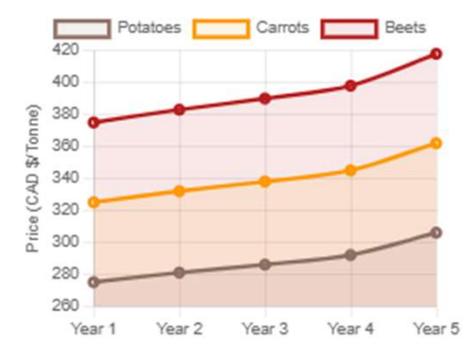
## Vegetables Yield (Tonnes/acre)

Crop	Year 1	Year 2	Year 3	Year 4	Year 5
Potatoes (High)	30	37.5	46.9	53.9	87.9
Potatoes (Low)	21.8	27.3	34.1	39.2	63.9
Carrots	15.6	19.5	24.4	28.0	45.7
Beets	14	14	15	15	16

## Grains Prices (CAD \$ per bu)

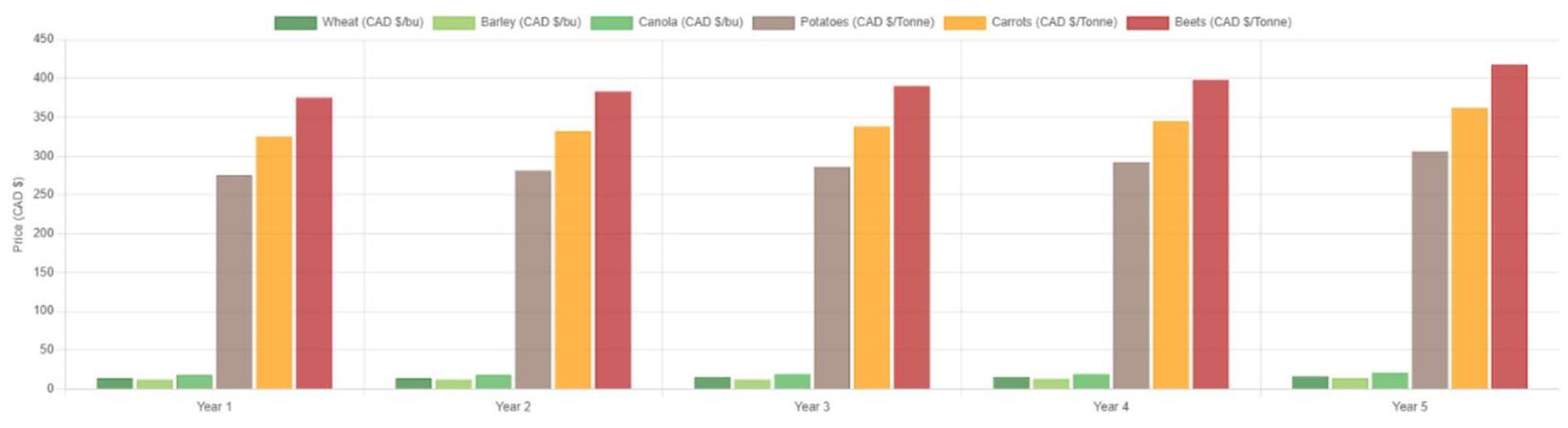


## Vegetables Prices (CAD \$ per Tonne)



## Crop Price Analysis (All Years)

### Average Price Trends - 5 Years



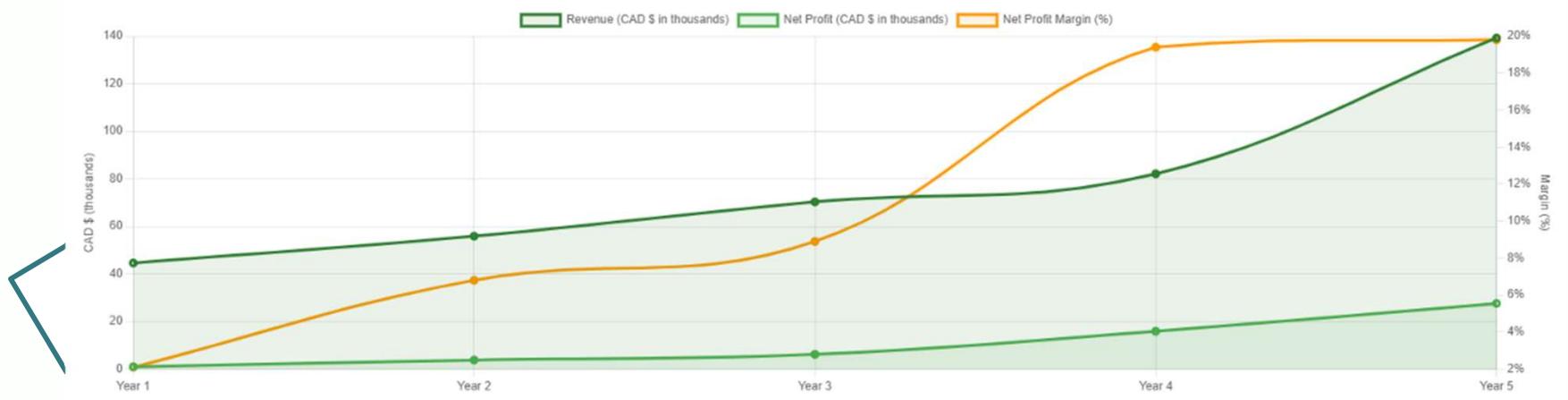
# Executive Summary



Financial Metric	Year 1	Year 2	Year 3	Year 4	Year 5	5-Year Growth
<b>Total Revenue (CAD \$)</b>	44,573	55,946	70,293	82,089	139,207	+212.4%
Grains Revenue %	81%	82%	83%	83%	84%	+3% points
Vegetables Revenue %	19%	18%	17%	17%	16%	-3% points
<b>Operating Expenses (CAD \$)</b>	29,917	37,931	49,361	50,924	95,903	+220.5%
<b>Gross Profit (CAD \$)</b>	14,656	18,015	20,933	31,165	43,305	+195.5%
<b>Net Profit (CAD \$)</b>	956	3,819	6,222	15,919	27,587	+2,786%
Net Profit Margin %	2.1%	6.8%	8.9%	19.4%	19.8%	+17.7% points
<b>Assets (CAD \$)</b>	500,956	502,865	505,976	513,936	527,729	+5.3%
<b>Closing Cash (CAD \$)</b>	121,123	133,199	146,476	164,603	188,563	+55.7%



## Profitability & Efficiency Trends



# Market Research

## Industry Performance

The Canadian wheat farming industry has demonstrated resilience despite challenges, with strong demand, especially for high-quality durum wheat, driving growth. While wheat prices have faced volatility, the sector is poised for **steady revenue growth**, projected to reach **\$14.8 billion** by 2030, supported by favorable global supply and demand dynamics. Canadian farmers have successfully adapted by increasing durum wheat acreage and embracing **precision agriculture** to improve yield efficiency and manage rising input costs. Although challenges like **climate change** and **labor shortages** persist, these issues also create opportunities for **innovation** and **sustainability investments**. With expanding **export markets in Asia**, a stable domestic milling demand, and a focus on resilience, the industry is well-positioned for a profitable and sustainable future.

Meanwhile, **vegetable farms** in Canada have also seen **strong revenue growth** despite climate pressures. The **Buy Canadian movement** has gained momentum, with consumers opting for locally produced food due to **sustainability** and **food security concerns**, benefiting domestic growers and retailers prioritizing **local sourcing**. This trend has led to increased market opportunities, though food price inflation and extreme weather disruptions have kept vegetable prices higher than overall food inflation.

Over the past period, the vegetable farming industry has experienced a **CAGR of 3.3%** since 2020, reaching an estimated **\$5.5 billion** in 2025, with a growth rate of 2.6%. However, challenges like rising input costs, including fertilizers, seeds, and equipment, and persistent **labor shortages** have continued to pressure profits. To combat this, **automation** and **labor-sharing arrangements** are becoming essential for maintaining competitiveness. Looking ahead, climate volatility poses a significant threat to the industry's **production consistency**, yet it also presents opportunities for **higher prices** and **global demand growth**, particularly for **organic and specialty crops**. The industry is expected to see a **CAGR of 1.4%** through 2030, reaching **\$5.8 billion**, with sustainability initiatives and **government support** helping farmers adapt to these challenges.

Vegetable Farming

\$5.5 billion  
2025

\$5.8 billion  
2030

Wheat Farming

\$14.8 Billion  
2025



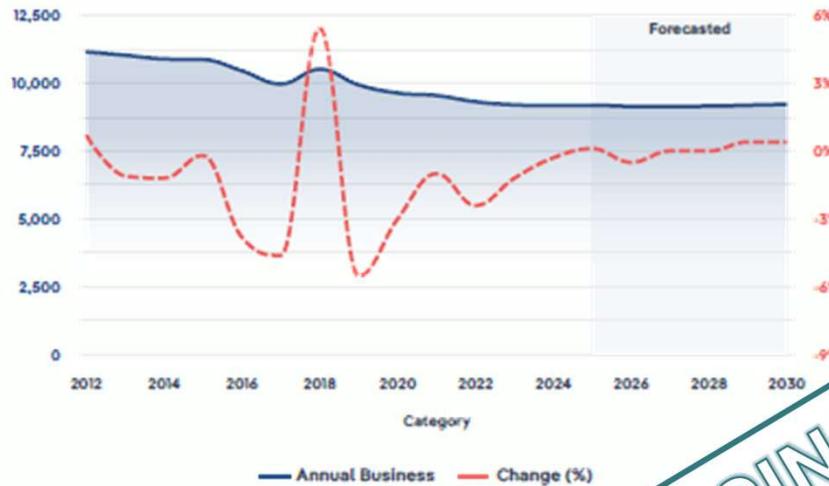


# Market Research

## Industry Performance - Wheat Farming Industry

### Business

Total number of businesses and annual change from 2012 – 2030. Includes 5-year outlook.



### Businesses

9,183

'20-'25 ↓ 1.0%

'25-'30 ↑ 0.1%

### Employees per Business

5

'20-'25 ↑ 0.8%

'25-'30 ↑ 0.5%

### Revenue per Business

\$1.5m

'20-'25 ↑ 0.1%

'25-'30 ↑ 0.9%

IBISWorld

Source: IBISWorld

The graph highlights a positive outlook for the wheat farming industry, with a slight decline of 1.0% in the number of businesses projected from 2020 to 2025, followed by a steady recovery and growth of 0.1% from 2025 to 2030. This suggests that the industry is poised to stabilize and expand in the coming years. The average number of employees per business is expected to increase by 0.8% from 2020 to 2025, and 0.5% from 2025 to 2030, reflecting the industry's efforts to adapt and scale effectively. Furthermore, revenue per business is anticipated to rise, with a 0.1% increase from 2020 to 2025 and a stronger growth of 0.9% from 2025 to 2030, indicating enhanced profitability and the potential for greater success as the market evolves.





# Market Research

## Industry Performance - Vegetable Farming Industry

### Performance Snapshot

#### Revenue

Total value (\$) and annual change from 2012 - 2030. Includes 5-year outlook.



Revenue  
**\$5.5bn**  
 '20-'25 **↑ 3.3%**  
 '25-'30 **↑ 1.4%**

2025 Revenue Growth  
**2.6%** **Increasing**

Revenue Volatility  
**Moderate**

IBISWorld

Source: IBISWorld

#### Business

Total number of businesses and annual change from 2012 - 2030. Includes 5-year outlook.



Businesses  
**3,565**  
 '20-'25 **↑ 0.7%**  
 '25-'30 **↑ 1.0%**

Employees per Business  
**8**  
 '20-'25 **↓ 0.8%**  
 '25-'30 **↑ 0.1%**

Revenue per Business  
**\$1.5m**  
 '20-'25 **↑ 2.6%**  
 '25-'30 **↑ 0.4%**

IBISWorld

Source: IBISWorld

MARKETING SERVICE

The chart shows that the industry's annual revenue is forecasted to reach \$5.5 billion by 2025, with a steady growth rate of 3.3% from 2020 to 2025.

The forecast also projects slower growth of 1.4% from 2025 to 2030. Revenue volatility is categorized as moderate, indicating that while the industry experiences fluctuations, it remains relatively stable over time.

In 2025, the revenue growth is expected to increase by 2.6%, signaling positive momentum despite external challenges like climate change and inflationary pressures on input costs.

A moderate increase in the total number of businesses in the industry, reaching 3,565 by 2025, with an annual growth rate of 0.7% between 2020 and 2025, which is projected to increase slightly to 1.0% from 2025 to 2030.

The number of employees per business is forecasted to remain relatively stable, with a slight increase of 0.8% between 2020 and 2025, and a small growth rate of 0.1% expected from 2025 to 2030.

Revenue per business is projected to be \$1.5 million by 2025, reflecting a 2.6% increase over the 2020-2025 period. However, the growth rate is expected to slow down to 0.4% from 2025 to 2030, showing that while businesses will continue to grow, the rate of revenue per business may slow over time.



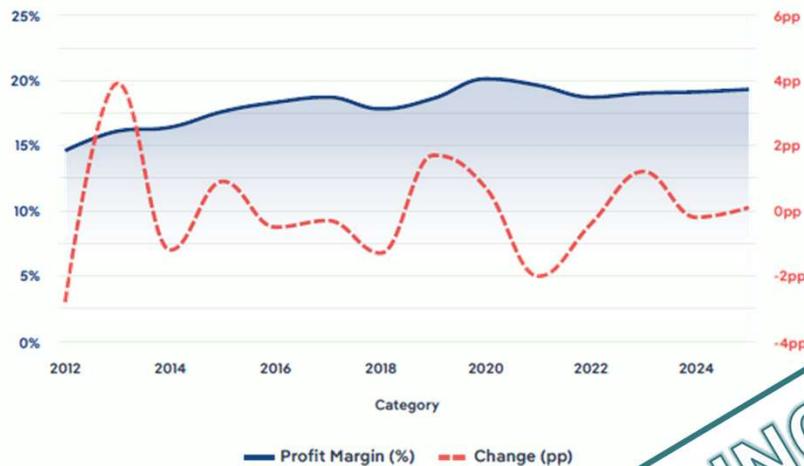


# Market Research

## Industry Performance - Vegetable Farming Industry

### Profit Margin

Total profit margin (%) and annual change from 2012 - 2030



IBISWorld

Source: IBISWorld

Total Profit

**\$1.1bn**

'20-'25 **↑ 2.5 %**

Profit Margin

**19.3%**

'20-'25 **↓ 0.8 pp**

Profit per Business

**\$295.4k**

The financial performance of the vegetable farming industry in Canada, highlighting key metrics such as total profit, profit margin, and profit per business. By 2025, the industry is projected to generate a total profit of \$1.1 billion, with a moderate growth rate of 2.5% from 2020 to 2025.

However, the profit margin is forecasted to slightly decrease by 0.8 percentage points, dropping to 19.3%. This indicates that while the industry remains profitable, it faces challenges in maintaining its previous profit margins due to rising costs and other economic pressures.

On a per-business basis, profit is expected to reach \$295,400 by 2025, reflecting a steady, though somewhat constrained, growth in profitability. These figures show that while total profits and revenues continue to rise, the industry's profit margins are under pressure as costs increase.





# Market Research

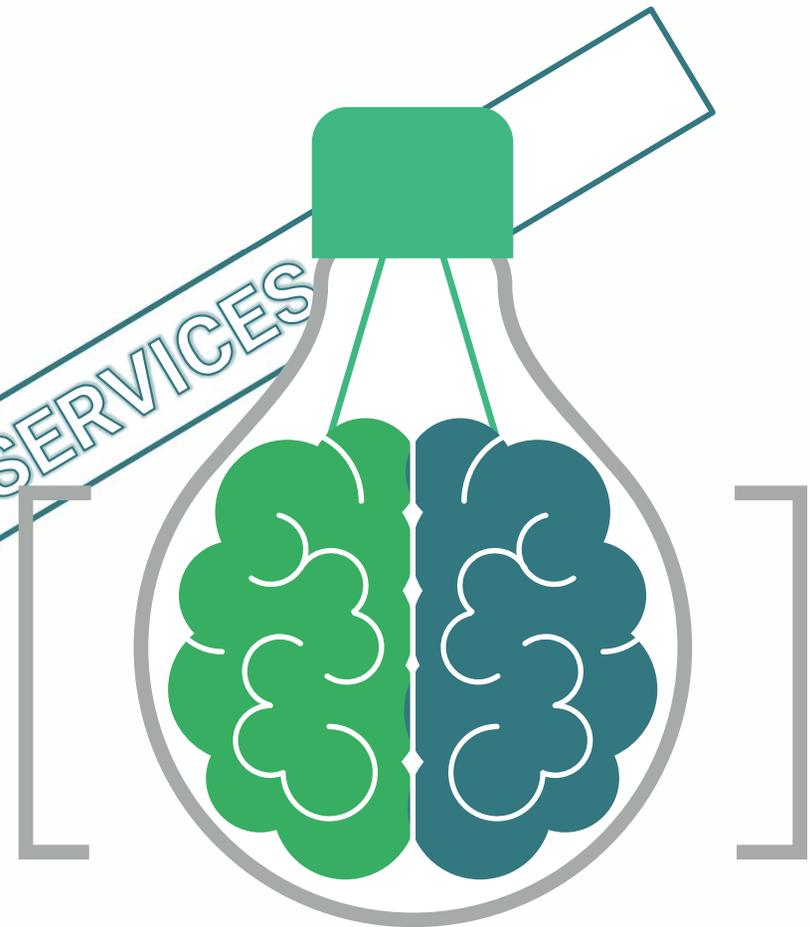
## What's Driving Current Industry Performance?

### Global and Domestic Price Dynamics

- **Wheat Farming (Alberta & USA):** The **global wheat market** is highly competitive, with Alberta and the U.S. both vying for key export markets. In Alberta, wheat prices have faced downward pressure due to increased global production, especially from the **Black Sea** region. However, high-quality wheat varieties like **durum** have seen stronger demand due to their premium prices. The **U.S.** wheat producers in the **Midwest** benefit from **efficient logistics** and a larger scale of production, which allows them to capture a larger market share.
- **Vegetable Farming (Alberta & USA):** Both Alberta and the U.S. vegetable farming sectors are impacted by price volatility. **Alberta** focuses on crops like **potatoes** and **onions**, competing with U.S. states like **California** and **Washington**, which have a longer growing season and established export markets. Despite these challenges, **Alberta's greenhouse farming** is emerging as a key strategy to extend the growing season and meet the demand from both domestic and international markets.

### Input Costs and Fertilizer Price Volatility

- **Wheat Farming (Alberta & USA):** The cost of **fertilizers** and **machinery** has risen significantly in both regions. In **Alberta**, farmers face challenges with **freight costs** to reach global markets, while **U.S. wheat farmers** in the **Great Plains** benefit from better access to export channels, lowering transportation expenses. However, both regions face challenges with rising input costs that squeeze profit margins.
- **Vegetable Farming (Alberta & USA):** Both regions are dealing with **high input costs**. The volatility in **fertilizer prices** has put pressure on both wheat and vegetable growers. In **Alberta**, the adoption of **precision farming** and **greenhouse technology** is helping to mitigate some of these costs, while in **California**, where labor costs are rising, farmers are increasingly turning to **automation** to reduce dependence on labor and optimize production.





# Market Research

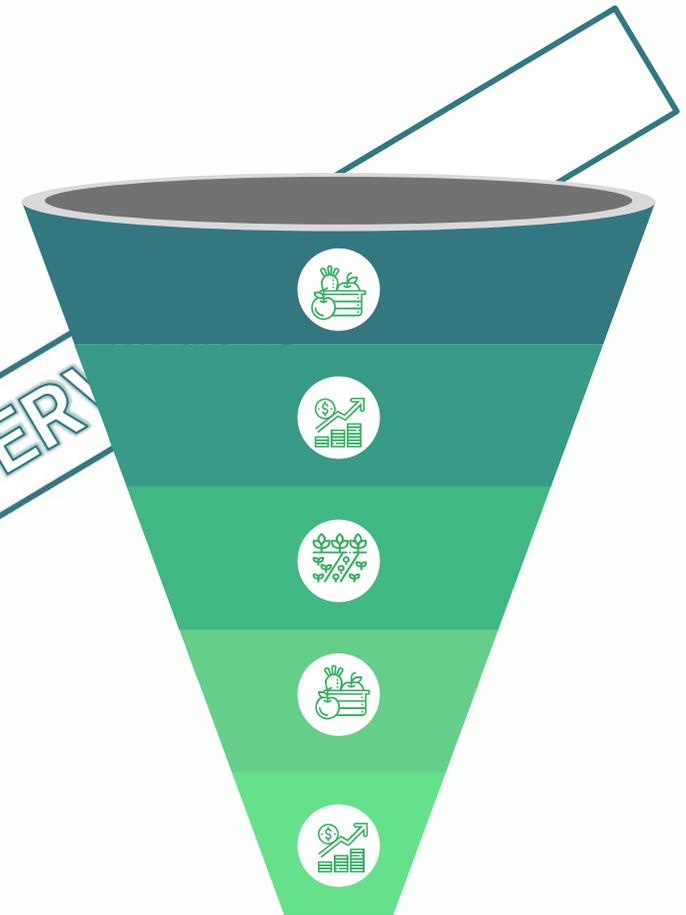
## Products & Services Performance

### Wheat:

- **Performance:** **Wheat farming** is one of the **cornerstones** of Alberta's agricultural sector, with the province being a **major producer** of **Canada Western Red Spring (CWRS)** wheat. This variety is highly sought after for **baking, flour milling,** and **export markets,** particularly in **Asia.** Alberta's wheat continues to benefit from **high-quality standards,** which helps it stand out in global markets.
- **Challenges:** **Global competition,** especially from the **U.S., Russia,** and **Ukraine,** puts pressure on Alberta's wheat prices. Additionally, **climate risks** such as **drought** and **early frost** can reduce wheat yields, impacting profitability. **Fertilizer price volatility** also remains a challenge, squeezing margins.
- **Opportunities:** The growing demand for **high-protein wheat** varieties presents an opportunity for Alberta to capitalize on its quality products. Investments in **precision agriculture** to improve efficiency and resilience to climate challenges are critical for sustaining wheat production in Alberta.

### Barley:

- **Performance:** **Barley** is another important crop in Alberta, primarily used for **animal feed, malting,** and increasingly in **biofuel production.** Alberta's **malting barley** is particularly sought after for the **craft beer industry,** both domestically and in export markets.
- **Challenges:** Barley producers face competition from other grains like **corn** and **wheat,** which often result in price fluctuations. **Climate conditions** such as **droughts** also affect barley production in Alberta, as the crop is sensitive to water shortages during the growing season.
- **Opportunities:** The **craft beer** industry's growing demand for **high-quality malting barley** presents a significant opportunity for Alberta. Additionally, barley's use in **biofuels** as an alternative energy source could drive further demand.





# Market Research

## Products & Services Performance

### Canola:

- **Performance:** Canola is one of Alberta's **key exports**, and the province's farmers are major contributors to **Canada's position as the world leader in canola production**. The demand for **canola oil** continues to grow, especially in **Asia, Europe, and the U.S.**, driven by its use in cooking, biodiesel, and **animal feed**.
- **Challenges:** The **global oilseed market** is highly competitive, with **soybeans** being the dominant crop in many countries. Alberta's farmers must contend with **price volatility** in the canola sector, influenced by international supply and demand shifts. **Climate-related issues** like **frost** and **drought** can also affect canola yields.
- **Opportunities:** **Export markets**, particularly in **Asia** and **Europe**, continue to drive demand for **canola**. Additionally, the **biofuel market** presents new opportunities, as **canola oil** is increasingly used in **renewable energy production**.



### Vegetable Industry in Alberta:

#### Potatoes:

- **Performance:** **Potato farming** is a significant sector in Alberta's vegetable industry. The province is one of Canada's leading producers of **potatoes**, used for both **fresh consumption** and **processing** (primarily for **fries, chips**, and other processed foods). Alberta's **potato exports** primarily go to the **U.S.** and **Mexico**, which continue to show **strong demand**.
- **Challenges:** **Climate change** remains a key challenge for **potato farming**, with unpredictable weather such as **frost** and **drought** potentially affecting yields. Additionally, **global competition**, particularly from **U.S. potato producers**, continues to put pressure on Alberta's pricing and export opportunities.
- **Opportunities:** The **growing demand for locally grown produce** provides Alberta's farmers with an edge in the **domestic market**. Moreover, Alberta is expanding its **greenhouse potato production**, which helps mitigate the **climate challenges** associated with outdoor farming.





# Market Research

## What's Influencing Demand from the Industry's Markets

### Global and Domestic Market Trends

- Wheat and canola are key export products for Alberta, with global demand driven by countries like China and Japan for wheat and Asia for canola oil. The craft beer market boosts demand for barley.
- Potatoes, carrots, and beets also see steady demand, both domestically and for export markets in the U.S. and Mexico.



### Technological Advancements

- The use of precision farming and greenhouse technology is helping Alberta's farmers improve crop yields, manage climate risks, and extend growing seasons, particularly for vegetables like carrots and beets.

### Export Markets

Alberta remains a strong player in global grain exports, particularly canola and wheat, with export destinations like China and the U.S. providing consistent demand. However, the province faces competition from other major producing regions like the U.S. and Russia.

### Consumer Preferences

- Alberta benefits from the health-conscious consumer trend, increasing demand for locally grown and nutritious vegetables, especially carrots and potatoes. There is a growing preference for sustainably sourced and organic produce, further driving demand.

### Climate and Environmental Factors

Climate change poses challenges, particularly with droughts and early frosts, but Alberta is adapting with drought-resistant crops, water-efficient irrigation, and climate-smart farming practices.





# Market Research

## SWOT Analysis

### Strengths

- **Sustainable Farming Practices:** Commitment to sustainable farming methods such as crop rotation, soil testing, and efficient irrigation systems, ensuring long-term soil health and optimal crop yields.
- **High-Quality Produce:** Focus on producing premium grains (wheat, barley, canola) and vegetables (potatoes, carrots, beets), with a reputation for consistent quality and freshness.
- **Owner-Managed:** Lean management structure ensures direct oversight, quick decision-making, and cost control.
- **Established Buyer Relationships:** Long-term contracts with primary buyers (e.g., grain elevators, wholesale distributors) ensure stable demand and predictable revenue.
- **Diversification of Products:** Growing both grains and vegetables reduces reliance on one crop type, providing income stability and risk mitigation.

### Opportunities

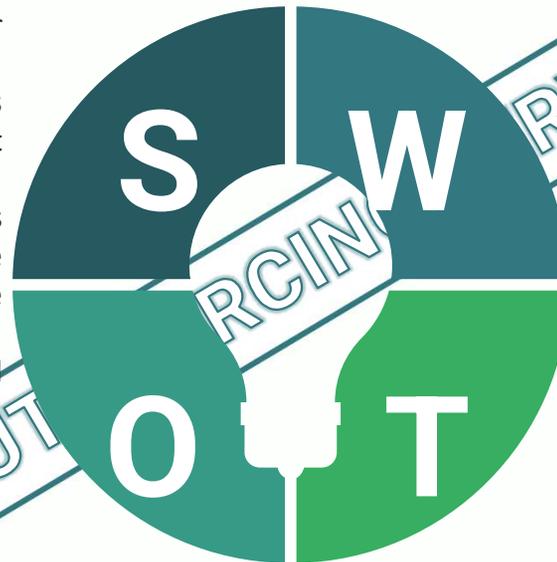
- **Expansion of Product Lines:** Potential to introduce value-added products (e.g., processed grains, packaged vegetables), increasing product appeal and market diversification.
- **Growing Demand for Local and Organic Produce:** Increasing consumer demand for locally sourced, sustainable and organic produce presents opportunities to position the farm as a premium supplier in the market.

### Weakness

- **Capital Investment:** High upfront costs for **land acquisition, farm equipment,** and infrastructure development may put financial strain on the business in the early years.
- **Market Penetration:** Limited reach beyond **local and regional markets** in the early years, making it difficult to expand rapidly without additional marketing investment.

### Threats

- **Weather Variability:** Unpredictable weather patterns, such as droughts or heavy rainfall, could negatively impact crop yields and production timelines.
- **Price Fluctuations:** The farm may face price volatility for its crops due to market changes, global supply chain disruptions, or economic downturns.
- **Competition from Established Producers:** Larger, established farms with economies of scale may offer lower prices and more consistent supply, creating competitive pressure for new entrants.





# Market Research

## Competitors

Competitor Name	Product Focus	How "Company Name XYZ" is Different
Northern Lights Fruit & Vegetable Company	Vegetables (e.g., potatoes, carrots)	Focuses on <b>mixed crops (grains and vegetables)</b> , offering <b>diversification</b> and risk mitigation.
Northern Roots Family Farm	Mixed crops (grains, vegetables)	<b>Owner-managed operation</b> with a focus on <b>premium quality grains</b> (wheat, barley, canola), offering a <b>specialized grain portfolio</b> .
Green Acres (Peace River)	Vegetables (root crops, leafy greens)	<b>Higher grain production</b> with long-term <b>buyer relationships</b> ensuring stable demand for both grains and vegetables.
Kamper Group	Potatoes, sugar beets, edible beans, canola	Focuses on <b>irrigated crops</b> ; "Company Name XYZ" specializes in <b>sustainable, mixed-crop farming</b> , with a focus on <b>soil health</b> and organic methods.
Peace Country Milling & Grains	Grains (wheat, barley), milling	<b>Farm-to-table</b> focus with a strategy for <b>direct sales</b> to local and regional markets, including <b>value-added vegetable production</b> .
Sunfresh Farms (Alberta)	Vegetables (variety of crops)	Emphasizes <b>local, wholesale distribution</b> ; "Company Name XYZ" will offer <b>direct-to-consumer sales</b> and <b>premium quality</b> products with a focus on sustainability.



# Business Model

## The Entity

"Company Name XYZ" is a proposed Alberta-incorporated agricultural enterprise established to develop and operate a mixed-crop farming business in Peace River County, Alberta. The company will focus on the commercial production of high-quality grains and selected vegetables, supplying established Canadian agricultural buyers and contributing to regional food supply and rural economic growth.

The company will be structured as a privately held Alberta limited company, wholly owned and actively managed by "Owner Name XYZ" with 15 years of farming experience. As the sole shareholder and director, the owner will exercise full operational and financial control, ensuring direct involvement in land development, crop planning, farming operations, equipment management, and buyer coordination. This hands-on ownership model demonstrates clear accountability and active management, which is a key requirement under Canadian Farm Stream programs.

"Company Name XYZ" will operate on approximately 20 acres of agricultural land, selected based on soil quality, suitability for grain and vegetable cultivation, and proximity to agricultural infrastructure. The entity will implement modern and responsible farming practices, including soil testing, crop rotation, efficient irrigation, and proper fertilization, to maximize productivity while preserving long-term soil health.

The business will maintain a lean operational structure, supported by seasonal labor during planting and harvest periods, and will engage external professional services such as accounting, agronomy consulting, and equipment maintenance as required. The entity is designed to be a sustainable, compliant, and growth-oriented agricultural operation aligned with Alberta's rural development objectives.

## Business Summary

**Name:** "Company Name XYZ"

**Business:** Mixed-Crop Farming (Grains and Vegetables)

**Location:** Peace River County, Alberta, Canada

**Geographical Focus:** Peace River Region and Alberta agricultural supply chain (domestic buyers and export-linked grain markets)

**Management:** "Owner Name XYZ"

**Target Customers:** Major grain companies and agricultural buyers, including grain elevators and distributors such as Richardson Pioneer and Viterra; wholesale buyers for vegetable produce.





# Business Model

Vision : Mission: Goals



## Goals

- **Establish a fully operational mixed-crop farm** in Peace River County, Alberta, producing high-quality grains and vegetables within the first year of operations.
- **Achieve stable and consistent annual production** by applying modern agronomic practices, including soil testing, crop rotation, and efficient irrigation systems.
- **Build and maintain long-term contractual** relationships with primary grain buyers to ensure predictable demand and sustainable revenue growth.
- **Gradually increase farm productivity** and profitability through reinvestment in equipment, infrastructure, and operational efficiencies over the first five years.
- **Actively manage and grow the business** on a full-time basis while contributing to the local agricultural economy through employment creation and land development.





# Business Model

## Products & Services



### Grain Production

"Company Name XYZ" will focus on the commercial cultivation of high-demand grains, including **wheat, barley, and canola**, using proven and modern agronomic practices.

These practices will include **soil testing, crop rotation, proper fertilization, and timely seeding and harvesting**, all aimed at ensuring consistent quality and maximizing yields. The farm will carefully manage:

- **Wheat:** This crop will be grown on specific land areas with an expected yield per acre and an average price per bushel, adjusted for annual growth in yield.
- **Barley:** Barley production will be another key crop, grown with the same agronomic care and aligned with expected market prices and yield growth.
- **Canola:** Known for its high-value oilseeds, canola will be cultivated using industry-leading practices and priced based on market averages.

Grain production will be guided by a commitment to meeting Canadian agricultural standards, ensuring the farm's products are of the highest quality for local and national buyers.



### Vegetable Production

Alongside grains, "Company Name XYZ" will diversify its operation by cultivating **vegetables**, including **potatoes, carrots, and beets**. These vegetables will be grown in controlled acreage with focused efforts on **irrigation, crop management, and quality control**. The vegetable crops will be sold to wholesale buyers and regional distributors, contributing to the local food supply chain and supporting provincial agricultural markets.

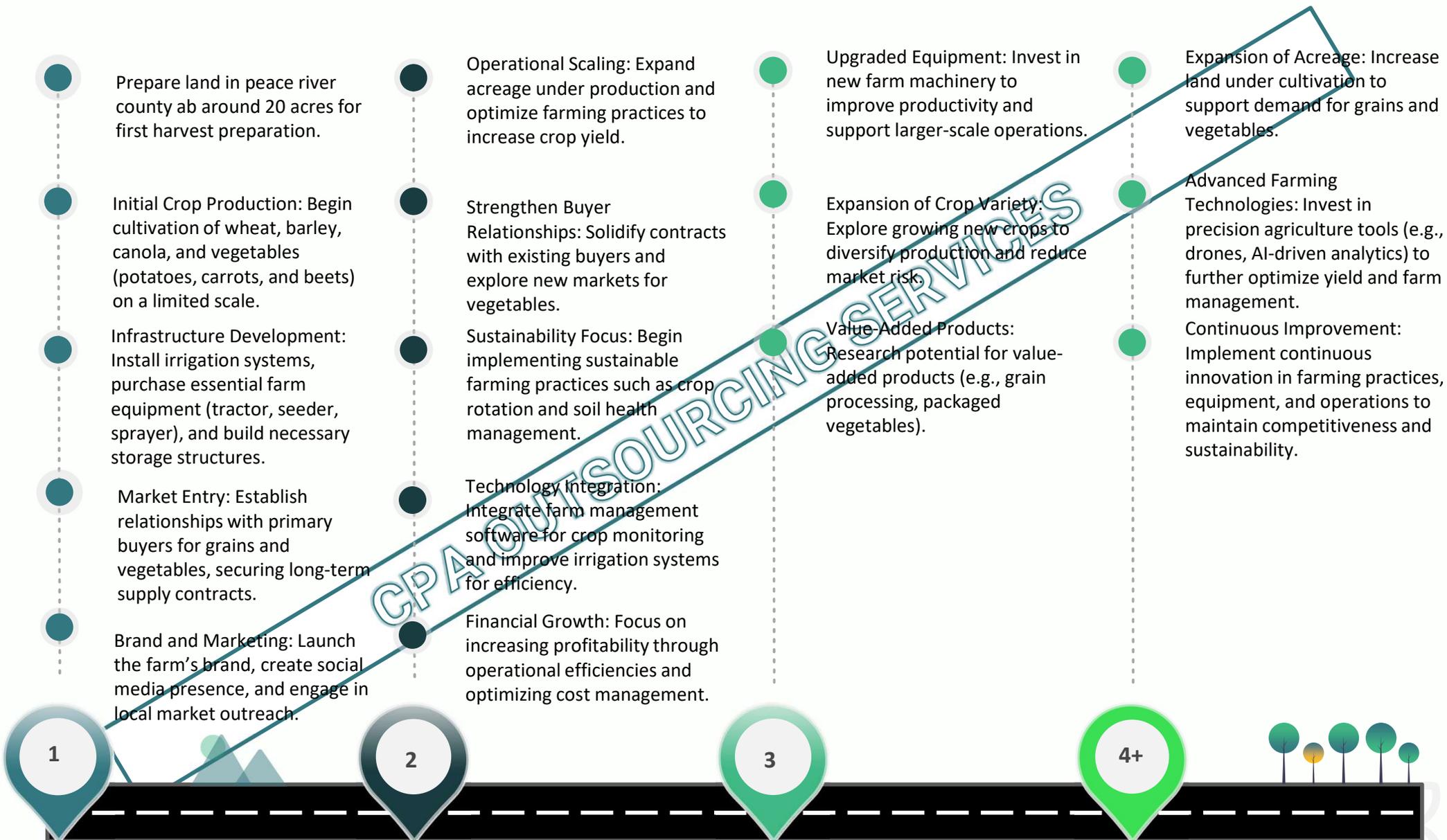
- **Potatoes:** Managed with attention to irrigation and optimal growth conditions, potatoes will be grown for consistent yield per ton, ensuring reliable harvests and market demand.
- **Carrots:** Carrots will be grown with similar care, ensuring optimal yield per acre and producing high-quality root vegetables for regional distribution.
- **Beets:** As another key vegetable, beets will be cultivated for local markets, utilizing advanced farming techniques for consistent quality and growth.





# Business Model

## Road Map





# Sales & Marketing

## Marketing Mix

### Products

- Grains: High-quality wheat, barley, and canola, cultivated using modern agronomic practices to ensure high yields, superior quality, and compliance with Canadian agricultural standards.
- Vegetables: Fresh and premium potatoes, carrots, and beets produced with a focus on consistent quality and flavor. These vegetables will cater to local markets and wholesale buyers.

### Place

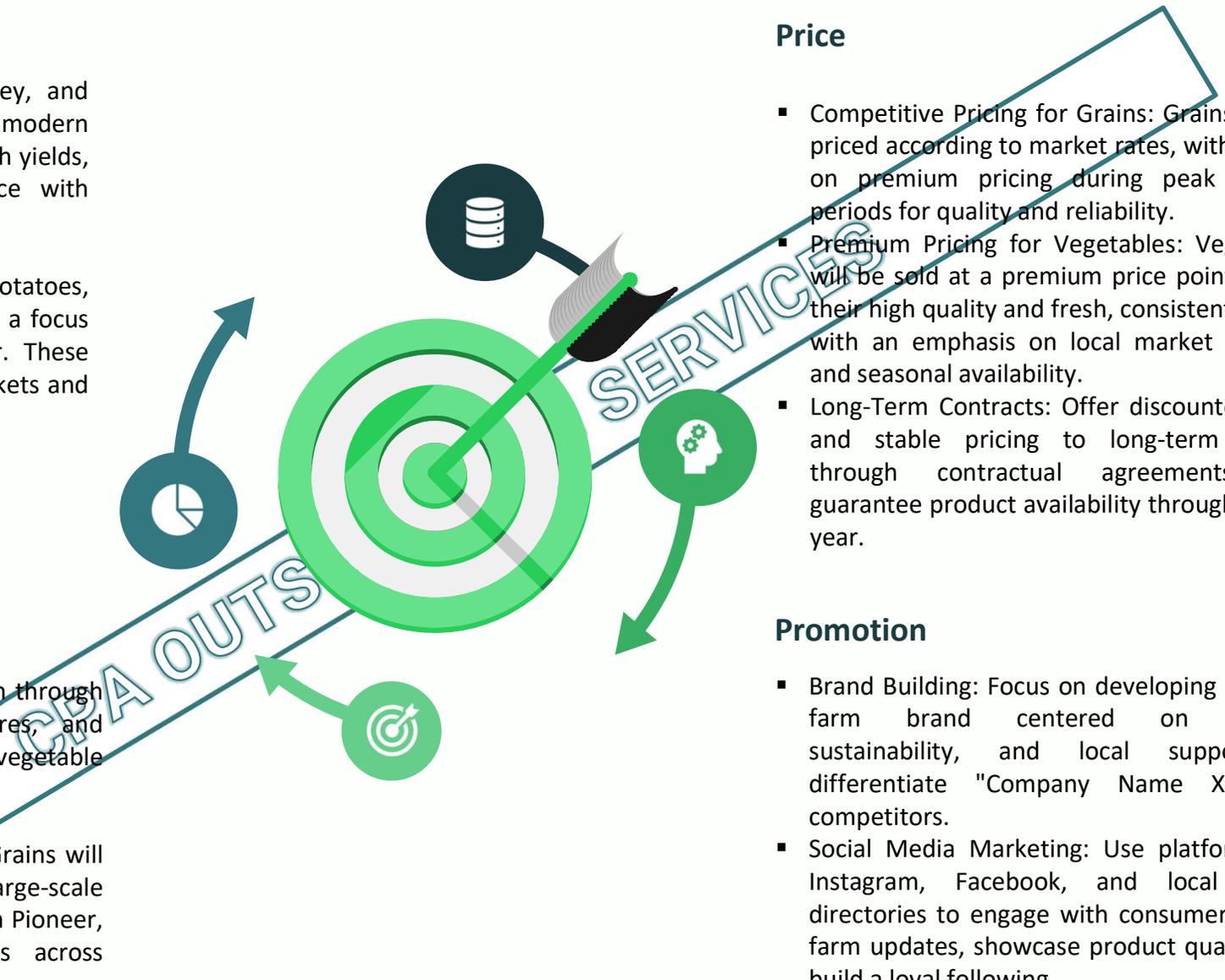
- Local Market: Primary distribution through local wholesalers, grocery stores, and farmers' markets to ensure fresh vegetable supply.
- Regional and National Markets: Grains will be sold to grain elevators, large-scale agricultural buyers like Richardson Pioneer, and other regional distributors across Alberta.

### Price

- Competitive Pricing for Grains: Grains will be priced according to market rates, with a focus on premium pricing during peak harvest periods for quality and reliability.
- Premium Pricing for Vegetables: Vegetables will be sold at a premium price point due to their high quality and fresh, consistent supply, with an emphasis on local market demand and seasonal availability.
- Long-Term Contracts: Offer discounted rates and stable pricing to long-term buyers through contractual agreements that guarantee product availability throughout the year.

### Promotion

- Brand Building: Focus on developing a strong farm brand centered on quality, sustainability, and local support to differentiate "Company Name XYZ" from competitors.
- Social Media Marketing: Use platforms like Instagram, Facebook, and local online directories to engage with consumers, share farm updates, showcase product quality, and build a loyal following.
- Farmers' Markets & Local Events







# Management Team

## Profile

"Owner Name XYZ"

Founder & Principal Agricultural Operator

## Professional Summary

"Owner Name XYZ" is an experienced agricultural professional with over **15 years of hands-on farming and land management experience**, specializing in crop cultivation, modern farming practices, and sustainable agricultural operations. He has independently managed large-scale farmland, overseen end-to-end crop cycles, and implemented efficient irrigation, soil treatment, and pest control techniques to improve yield and operational reliability. His background reflects deep practical expertise, operational discipline, and long-term commitment to agri-based enterprise development.

## Professional Experience

Farmer / Agricultural Operator

Self-Employed / Family-Owned Agricultural Operations

Experience: 15 Years

## Key Responsibilities and Achievements:

- Managed complete crop cycles from land preparation and sowing through harvesting and post-harvest handling
- Cultivated and commercialized multiple vegetable, seasonal, and cash crops using modern and mixed farming techniques
- Conducted soil treatment, fertilizer application, and compost planning based on crop and land requirements
- Operated and maintained agricultural machinery and irrigation systems to ensure operational efficiency
- Implemented pest and disease control measures to protect crop health and minimize yield loss
- Supervised farm labor during peak seasons, ensuring productivity and compliance with agricultural best practices
- Maintained basic financial and production records to support operational planning and cost control





# Management Team

## Roles & Responsibilities

Designation	Responsibilities
<b>Owner</b>	<ul style="list-style-type: none"><li>▪ Oversee all farm operations (planting, harvesting, irrigation, etc.)</li><li>▪ Manage farm finances and budgeting - Build relationships with buyers and suppliers</li><li>▪ Ensure compliance with regulations and sustainable practices</li><li>▪ Supervise farm staff and ensure productivity, safety, and efficiency</li></ul>
<b>Seasonal Laborer – Planting</b>	<ul style="list-style-type: none"><li>▪ Assist with planting crops (grains and vegetables)</li><li>▪ Operate farm equipment (tractors, seeders, irrigation systems)</li><li>▪ Perform general maintenance</li><li>▪ Assist with crop care, fertilization, irrigation, and pest management</li></ul>
<b>Part-Time Equipment Operator</b>	<ul style="list-style-type: none"><li>▪ Operate tractors, harvesters, and other machinery</li><li>▪ Perform general equipment maintenance</li><li>▪ Ensure equipment is ready and operational for use</li><li>▪ Assist with harvesting and post-harvest activities</li></ul>
<b>Full-Time Farm Assistant</b>	<ul style="list-style-type: none"><li>▪ Assist with planting, crop care, and harvesting</li><li>▪ Help manage daily operations and ensure tasks are completed on schedule</li><li>▪ Monitor crop health and soil conditions</li><li>▪ Assist with inventory and quality control of farming materials and products</li></ul>





# Management Team

## Staff Head Counts and Cost

### Total Employee Count

Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Owner / Farm Manager	Admin	1	1	1	1	1
Seasonal Laborer – Planting	Operations	1	2	2	2	3
Part-time Equipment Operator	Operations	0	0	1	1	1
Full-time Farm Assistant	Operations	0	0	0	0	1
<b>Total Counts</b>		<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>6</b>

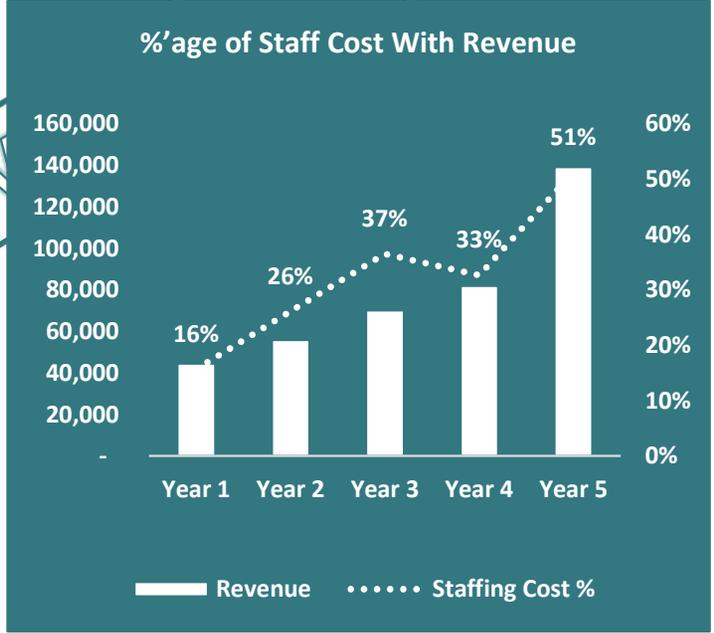
### Annual Wage

Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Owner / Farm Manager	Admin	0	0	0	0	0
Seasonal Laborer – Planting	Operations	7,000	7,316	7,646	7,990	8,351
Part-time Equipment Operator	Operations	9,500	9,928	10,376	10,844	11,333
Full-time Farm Assistant	Operations	35,000	35,000	35,000	35,000	35,000

### Total Outflow - Wages

Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Owner / Farm Manager	Admin	0	0	0	0	0
Seasonal Labourer – Planting	Operations	7,000	14,631	15,291	15,981	25,052
Part-time Equipment Operator	Operations	0	0	10,376	10,844	11,333
Full-time Farm Assistant	Operations	0	0	0	0	35,000
<b>Total</b>		<b>7,000</b>	<b>14,631</b>	<b>25,667</b>	<b>26,825</b>	<b>71,386</b>

CPA OUTSOURCING SERVICE

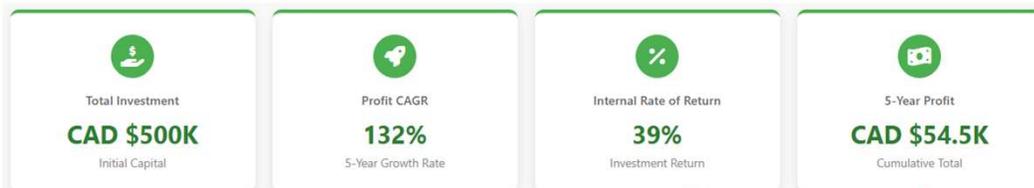


# Capital Structure, Source of Investment and Utilization

Capital Structure		Amount	%
1	"Company Name XYZ"	500,000	100%
<b>Total Business Value</b>		<b>500,000</b>	<b>100%</b>

Sources		Amount	%
S.No	Description		
1	Equity	500,000	100%
<b>Total Capital Injection</b>		<b>500,000</b>	<b>100%</b>

Initial Investment		Amount	%
S.No	Description		
1	Land purchase (15 acres) - includes Legal Fee & Survey	280,000	56%
2	Soil testing & land prep	15,000	3%
3	Used tractor & implements	65,000	13%
4	Seeds & first inputs	20,000	4%
5	Irrigation system	20,000	4%
6	Storage shed / barn	25,000	5%
7	Regulatory & Legal Compliance Fee	1,500	0%
8	Marketing & Branding	3,000	1%
9	Insurance (Crop & General liability)	2,000	0%
10	Working Capital	68,500	14%
<b>Total Amount</b>		<b>500,000</b>	<b>100%</b>





# Financial Plan

## Revenue Assumptions

Assumptions	UOM	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Grains</b>						
<b>Wheat</b>						
Land Used	Acres	4	4	4	4	4
Yield Per Acre	bu	60	69.0	79.4	88.9	130.6
Growth			15%	15%	12%	47%
Average Price per bu	CAD \$	14	14	15	15	16
Growth			2%	2%	2%	10%
<b>Total Wheat Grains Revenue</b>	<b>CAD \$</b>	<b>3,360</b>	<b>3,941</b>	<b>4,623</b>	<b>5,281</b>	<b>8,540</b>
<b>Barley</b>						
Land Used	Acres	3	3	3	3	3
Yield Per Acre	bu	65	74.8	86.0	96.3	141.5
Growth			15%	15%	12%	47%
Average Price per bu	CAD \$	12	12	12	13	14
Growth			2%	2%	2%	10%
<b>Total Barley Grains Revenue</b>	<b>CAD \$</b>	<b>2,340</b>	<b>2,745</b>	<b>3,220</b>	<b>3,678</b>	<b>5,948</b>
<b>Canola</b>						
Land Used	Acres	3	3	3	3	3
Yield Per Acre	bu	55	63.3	72.7	81.5	119.8
Growth			15%	15%	12%	47%
Average Price per bu	CAD \$	18	18	19	19	21
Growth			2%	2%	2%	10%
<b>Total Canola Grains Revenue</b>	<b>CAD \$</b>	<b>2,970</b>	<b>3,484</b>	<b>4,087</b>	<b>4,668</b>	<b>7,549</b>
<b>Total Grains Revenue</b>	<b>CAD \$</b>	<b>8,670</b>	<b>10,170</b>	<b>11,929</b>	<b>13,628</b>	<b>22,037</b>

Assumptions	UOM	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Vegetables</b>						
<b>Potatoes</b>						
Land Used	Acres	2	2	2	2	2
Yield Per Acre	Tonnes	30	37.5	46.9	53.9	87.9
Growth			25%	25%	15%	63%
Average Price per Tonne	CAD \$	275	281	286	292	306
Growth			2%	2%	2%	5%
<b>Total Revenue from Potatoes</b>	<b>CAD \$</b>	<b>16,500</b>	<b>21,038</b>	<b>26,823</b>	<b>31,463</b>	<b>53,849</b>
<b>Carrots</b>						
Land Used	Acres	1.5	1.5	1.5	1.5	1.5
Yield Per Acre	Tonnes	21.8	27.3	34.1	39.2	63.9
Growth			25%	25%	15%	63%
Average Price per Ton	CAD \$	325	332	338	345	362
Growth			2%	2%	2%	5%
<b>Total Revenue from Carrots</b>	<b>CAD \$</b>	<b>10,628</b>	<b>13,550</b>	<b>17,276</b>	<b>20,265</b>	<b>34,684</b>
<b>Beets</b>						
Land Used	Acres	1.5	1.5	1.5	1.5	1.5
Yield Per Acre	Tonnes	15.6	19.5	24.4	28.0	45.7
Growth			25%	25%	15%	63%
Average Price per Ton	CAD \$	375	383	390	398	418
Growth			2%	2%	2%	5%
<b>Total Revenue from Beets</b>	<b>CAD \$</b>	<b>8,775</b>	<b>11,188</b>	<b>14,265</b>	<b>16,733</b>	<b>28,638</b>
<b>Total Vegetables Revenue</b>	<b>CAD \$</b>	<b>35,903</b>	<b>45,776</b>	<b>58,364</b>	<b>68,461</b>	<b>117,171</b>

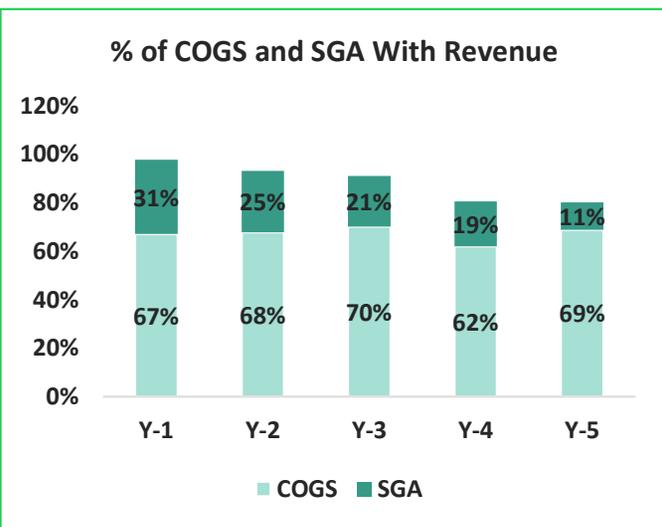
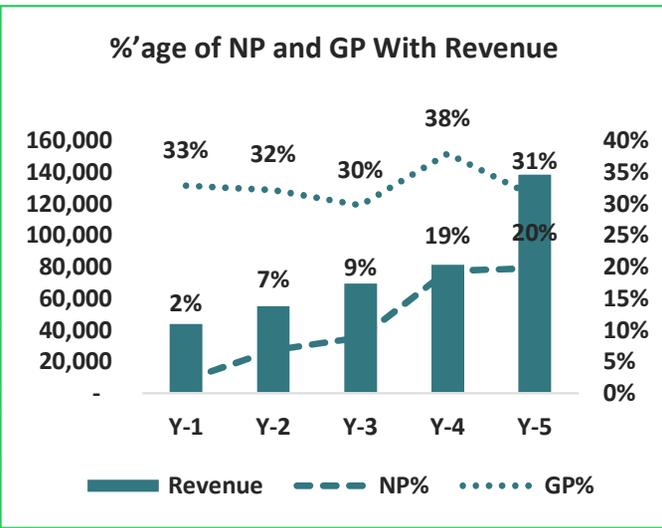
CPA OUTSOURCING SERVICES



# Financial Plan

## Projected Profit and Loss Statement

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	44,573	55,946	70,293	82,089	139,207
Costs of Services	12,750	13,133	13,526	13,932	14,350
Salaries & Wages – Operation	7,000	14,631	25,667	26,825	71,386
Depreciation – Operations	10,167	10,167	10,167	10,167	10,167
<b>Costs of Services</b>	<b>29,917</b>	<b>37,931</b>	<b>49,361</b>	<b>50,924</b>	<b>95,903</b>
<b>Gross Profit</b>	<b>14,656</b>	<b>18,015</b>	<b>20,933</b>	<b>31,165</b>	<b>43,305</b>
<b>Gross Margin %</b>	<b>32.88%</b>	<b>32.20%</b>	<b>29.78%</b>	<b>37.96%</b>	<b>31.11%</b>
<b>SGA Expenses</b>					
Marketing & Branding	3,000	3,090	3,183	3,278	3,377
Regulatory & Legal Compliance Fee	1,500	1,545	1,591	1,639	1,688
Admin & Permits	1,000	1,020	1,040	1,061	1,082
Utilities (non-irrigation)	1,200	1,236	1,273	1,311	1,351
Equipment maintenance & repairs	2,500	2,625	2,756	2,894	3,008
Insurance (Crop & General liability)	2,000	2,080	2,163	2,250	2,316
3rd Party Legal & Accountancy	2,500	2,600	2,704	2,812	2,895
Salaries & Wages - Admin	-	-	-	-	-
<b>Total SGA</b>	<b>13,700</b>	<b>14,196</b>	<b>14,711</b>	<b>15,246</b>	<b>15,718</b>
<b>SGA %</b>	<b>30.74%</b>	<b>25.37%</b>	<b>20.93%</b>	<b>18.57%</b>	<b>11.29%</b>
<b>Net Profit</b>	<b>956</b>	<b>3,819</b>	<b>6,222</b>	<b>15,919</b>	<b>27,587</b>
<b>Net Margin %</b>	<b>2.14%</b>	<b>6.83%</b>	<b>8.85%</b>	<b>19.39%</b>	<b>19.82%</b>



CPA OUTSOURCING SERVICE



# Financial Plan

## Projected Balance Sheet and Cash Flow Statement

Projected Balance Sheet	Year 1	Year 2	Year 3	Year 4	Year 5
Net FA	379,833	369,667	359,500	349,333	339,167
Cash	121,123	133,199	146,476	164,603	188,563
<b>Total Assets</b>	<b>500,956</b>	<b>502,865</b>	<b>505,976</b>	<b>513,936</b>	<b>527,729</b>
Current Liabilities	-	-	-	-	-
Capital	500,000	500,000	500,000	500,000	500,000
Retained Earnings	956	4,775	10,997	26,916	54,503
Drawings	-	(1,910)	(5,020)	(12,980)	(26,773)
<b>Total Equity &amp; Liabilities</b>	<b>500,956</b>	<b>502,865</b>	<b>505,976</b>	<b>513,936</b>	<b>527,729</b>

Projected Cash Flow Statement	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	44,573	55,946	70,293	82,089	139,207
Capital	500,000	-	-	-	-
<b>Total Inflow</b>	<b>544,573</b>	<b>55,946</b>	<b>70,293</b>	<b>82,089</b>	<b>139,207</b>
Capital Expenditure	390,000	-	-	-	-
Costs of Services	12,750	13,133	13,526	13,932	14,350
Salaries and Wages	7,000	14,631	25,667	26,825	71,386
Marketing & Branding	3,000	3,090	3,183	3,278	3,377
Regulatory & Legal Compliance Fee	1,500	1,545	1,591	1,639	1,688
Equipment maintenance & repairs	2,500	2,625	2,756	2,894	3,008
Other Outflows	6,700	6,936	7,181	7,434	7,645
Drawings	-	1,910	3,111	7,960	13,793
<b>Total Outflow</b>	<b>423,450</b>	<b>43,869</b>	<b>57,016</b>	<b>63,963</b>	<b>115,247</b>
<b>Net Cash In Hand</b>	<b>121,123</b>	<b>12,076</b>	<b>13,278</b>	<b>18,126</b>	<b>23,960</b>
Opening Cash	0	121,123	133,199	146,476	164,603
Closing Cash	121,123	133,199	146,476	164,603	188,563

### Balance Sheet



### Cash Flow Statement



CPA OUTSOURCING



**"Company Name XYZ"**

**Thank You**

**Prepared By: "Owner Name XYZ"**