



**Today's webinar will start at
11am Pacific / 12pm Mountain**



**University of Idaho
Extension**

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Local Food System Businesses: Beyond COVID-19

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The Cultivating Success™ Program is a partnership of...



University of Idaho
Extension



Food Systems

WASHINGTON STATE UNIVERSITY

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Today's Presenter



Ken Hart

Extension Educator, Lewis County
University of Idaho Extension



Colette DePhelps, facilitator

Area Educator, Community Food Systems
University of Idaho Extension, Northern District



Webinar Tips



Close all other programs running on your computer



Check your sound – problems with clarity, speed, etc. switch to the phone

Call-in number provided in the welcome email

Mute computer sound when using phone



Type in questions for speakers (or for help with viewing & sound) into question box



Handouts are available to download on your computer



Ken Hart

- Extension Educator with University of Idaho Extension since 1994.
- Physically located in Lewis County. Office is in Nezperce. Phone 208-937-2311, email khart@uidaho.edu
- Extension programs include farm financial management, business succession, risk management, marketing and related topics.
- Farm partner at Lolo Breaks Farm since 1984.
- Moscow Food Co-op Board of Directors.





Today' Webinar Topics

3 – 2 – 1

- **Three questions**

1. Will my business survive this crisis?
2. How can I tell how my business is performing with things changing so rapidly?
3. What should I do to help my business adapt to the “new normal” – whatever that is?

- **Two Points**

1. Cash flow management.
2. Know your financial and marketing numbers.

- **One Action**

1. Start today with a focus on the future while understanding the present.



Stay Calm (Entrepreneur)

1. Remember what's going right.
2. Prioritize your goals.
3. Purge your brain.
4. Take breaks.
5. Take care of yourself.





Cash is “King”

Every business is a startup in times like these, so you should focus on cash flow – not profits. The decisions you make today will have enormous ramifications for the future of your business.

- Thomas Ulbrich, Assistant Dean for Entrepreneurship and Social Innovation, University of Buffalo



Cash Flow Management – Cut Costs

- Control costs
- Cash flow budget
- Renegotiate rents, fixed expenses
- Reduce or eliminate capital spending
- Minimize staffing expenses
- Trade or barter for supplies
- Inventories - Reduce, Cut Cost, Reduce Inventory Turns
- Examine Customer Base
- Ask for help – employees, customers, vendors, family



Cash Flow Management – Increase Revenue

- Keep and/or get the cash flowing
- Look for new revenue sources – adapt and pivot
- Adjust marketing plan for products
- Pricing
- Get paid quicker – deal with problem customers
- Diversify
- Consider discounts, vouchers, presale
- Short-term financing
- Reduce accounts receivable



Cash Flow Management – Manage Liabilities

- Extend loan terms
- Negotiate operating debt to longer term
- Pay interest only
- Increase collateral, marketing guarantees or contracts
- Reduce debt
- Refinance
- Liquidate cash investments
- Sell capital assets



Know Your Numbers

- Accounting and bookkeeping – get involved
- Balance up that balance sheet
- Income statements – cash flow versus profitability
- Cash flow statements
- Cash flow projections
- Break-even analysis



Your Monthly Cash Flow Review

- Are your accounts receivable late?
- Is your inventory turning slow?
- Are you controlling your expenses?
- Is your business undercapitalized?
- Are you hitting budget targets?
- Are you reviewing payroll expenses?
- How is your timing on accounts payable?
- Are you prepared to bounce back?



Resources

- Financial Management Workbook
- <https://entreskills.org/img/score-visa-financial-management-workbook-2013.pdf>
- COVID-19 Resources for Idaho Small Farms and Food Systems
- <https://www.uidaho.edu/-/media/UIDaho-Responsive/Files/Extension/topic/small-farms/covid-19-resources-for-idaho-small-farms-and-food-systems.pdf>

There is a voice of confidence that says, “You can do this!” That can be a powerful force and help drive you forward through the dark valleys that every entrepreneur will experience along their journey.

Thomas Ulbrich, Assistant Dean for Entrepreneurship and Social Innovation, University of Buffalo

- InlandBizStrong
- <https://inlandbizstrong.org/>



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Questions?





Small Farm & Ranch Webinar Series

Cultivating Success offers a **FREE** lunchtime webinar series designed to help you explore, strengthen or expand your small farm or ranch operation!

Mondays and Tuesdays at 11 am PST / 12 pm MST



Upcoming
Webinars

Monday, May 11th – Selling Your Products on Etsy

Tuesday, May 19th – Fundamentals of Produce Safety: Part 1

Tuesday, May 26th – Fundamentals of Produce Safety: Part 2

Tuesday, June 2nd – Taking Eggs to Market: Safe Egg Handling & Delivery

<https://www.cultivatingsuccess.org/webinar-series>



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Please complete the post-webinar evaluation!

Our post-webinar evaluation is short and quick! And, your feedback is important!

Click on the link below or type it into your browser to complete the evaluation:

[https://www.surveymonkey.com/r/Business Beyond C19](https://www.surveymonkey.com/r/Business_Beyond_C19)

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