



NEW YORK CORN GROWERS ASSOCIATION

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www.nycorn.org

November 15, 2009

Dear New York Crop Producer,

I am pleased to announce an opportunity that could have a dramatic impact on your business. The New York Corn Growers Association has received a grant from the New York Farm Viability Institute to establish 12 profit teams on crop farms across the State. This program, modeled closely to the successful profit team program underway in the dairy industry, is designed to provide guidance and advice to participating crop farmers for increasing profits. We are inviting interested farmers to complete the enclosed application form and return it to the NY Corn Growers Association office by **December 8, 2009**.

The concept of profit teams on farms originated from the greater business community. It is common for businesses of all shapes and sizes to gather together groups of experts to provide guidance on certain business aspects that could be improved and thus lead to enhanced profits. Often these groups are comprised of individuals who have a working knowledge of the specific business such as accountants, lawyers, marketing experts, promotion experts and others. From a crop farm perspective, these experts could consist of an agronomist, a certified crop consultant, a banker, an accountant, a seed company representative, a crop inputs representative and a marketing expert. A professional facilitator will be assigned to each team to assist in logistical and managerial issues related to engaging the profit team.

This Farm Viability Institute funded project will support the expenses of assembling, training and supporting profit teams on 12 New York crop farms for two years. Participating farmers may have some financial responsibility but it will be a small portion of the overall costs of supporting a profit team. If selected to participate in this program, you would be responsible to select your profit team and serve as the team leader. Therefore you would be in control of who is on your team and what issues or topics require focus. Further, it would be your choice as to whether or not you accept the profit team's input. Nevertheless, selection for this opportunity will be based in part on your willingness to receive guidance from your profit team. The enclosed information sheet about dairy profit teams can provide further insight to the program.

If you are interested in this opportunity, please complete the enclosed application form and return it to the NY Corn Growers Association office by **December 8, 2009**. Questions may be posed to Rick Zimmerman, our Executive Director, by calling 518 426 0214 or emailing Rick at rzimmerman@zga-llc.com.

Best wishes to you for a successful harvest this fall.

Sincerely,

Steve VanVoorhis
President

FIELD CROPS PROFIT TEAM PROGRAM APPLICATION

The Profit Team Program utilizes a team approach to assist farmers in evaluating their cropping operations and identifying areas to improve long-term performance and profits. Participation in the program requires a willingness to provide the team with detailed information on the farm's operations and an open mind toward making changes based on the team's strategic work. The program requires farmer participants to cover 20 percent of the fees charged by the team, with the balance being reimbursed from the Farm Viability Institute grant up to a total of \$6000.

Application Deadline: November 30, 2009

Pre-qualification Questions:

- | | <u>Please Circle</u> | |
|---|----------------------|----|
| 1. Do you want to have a team working on your behalf to evaluate your operation and improve overall profits? | Yes | No |
| 2. Do you want to address multiple areas of your operation with a team approach to strategic work to improve long term performance and profitability? | Yes | No |
| 3. Are you committed to take necessary steps to enhance your farm's profitability? | Yes | No |
| 4. Are you willing to make financial investments towards improvements on your farm if they are deemed valuable by the team? | Yes | No |

PLEASE PRINT:

Producer's Name _____ Farm Name _____

Address _____ Town/City _____ State _____ Zip _____

County _____ E-mail _____ Phone # _____

Number of acres cropped - Owned _____ Rented _____

Crops grown & acres of each _____

Do you currently use a record-keeping system(s) for your farm? _____ If so, what program(s)? _____

Do you use a consultant(s) on your farm? _____ If so, who? _____

Do you have a formal marketing plan? _____ Do you use futures markets in marketing your crop? _____

What have been the major improvements or accomplishments on your farm the past two years? _____

If you were to develop (or update) a business plan for your cropping operation, what would be the three most important areas to address?

1. _____
2. _____
3. _____

If you were selected for this program, the Farm Viability Institute might be interested in monitoring your progress to evaluate the program and to promote it. Would you be willing to provide the FVI with an annual self-audit/assessment of your progress for the next 3 years? YES _____ NO _____

Would you allow the FVI to use your farm's performance information/trends, including financial, confidentially (would be listed as a farm number only) to demonstrate the results being achieved through use of the program?

YES _____ NO _____

Please provide the name and phone number of an agri-business professional (banker, crop advisor, etc.) you worked with in the past two years, who can help us assess the potential impact of the Profit Team program on your farm.

_____ Phone Number _____

I would like to participate in the Profit Team Program.

Signature _____ Date _____

Application Deadline: December 8, 2009

Questions? Call or email Rick Zimmerman at (518) 426- 0214, rzimmerman@zga-llc.com

Please mail or fax completed application to: New York Corn Growers Association, 27 Elk St, Albany, NY 12207 Fax: (518) 434-9093