60-Acre Farm Business Plan: Year-by-Year Roadmap

Designed to transform an older working farm into a profitable and sustainable operation in North Carolina.

Year 1: Assessment and Foundation

Goals: Stop losses, improve infrastructure, and create small revenue streams.
• Soil test all fields
• Repair perimeter fencing and gates
• Evaluate barns, wells, ponds, and equipment
• Begin hay production on 10 acres
• Lease hunting rights
• Rent unused barn space for storage

Target Profit: $5,000–$15,000

Year 2: Introduce Livestock

Goals: Establish rotational grazing system.
• Divide pasture into paddocks
• Install water points
• Purchase 10–15 cow/calf pairs
• Continue hay production
• Improve farm roads and access

Target Profit: $15,000–$30,000

Year 3: Add Diversified Income

Goals: Increase revenue per acre.
• Expand herd if pasture supports it
• Add pasture-raised chickens
• Plant blueberries and blackberries
• Build direct-to-consumer customer list
• Attend local farmers markets

Target Profit: $30,000–$50,000

Year 4: Agritourism and Branding

Goals: Create premium income streams.
• Develop farm brand and website
• Launch pumpkin patch or fall festival
• Offer family farm days
• Host photography sessions
• Expand berry production

Target Profit: $50,000–$80,000

Year 5: Mature Operation

Goals: Optimize profitability.
• Grow cattle operation to carrying capacity
• Establish repeat agritourism events
• Sell beef directly to consumers
• Evaluate farm store opportunities

• Continue improving infrastructure

Target Profit: $75,000–$150,000+

Recommended Acreage Allocation

• 25 acres – Rotational grazing
• 10 acres – Hay
• 5 acres – Market garden
• 5 acres – Berries and orchard
• 10 acres – Hunting/recreation/timber
• 5 acres – Buildings, ponds, roads

Success Metrics

By the end of Year 5:
• Positive annual cash flow
• Multiple income streams
• Improved land value
• Reduced dependence on commodity prices
• Family-sustainable farm business