



# Creating an Efficient Business Plan for Longview Club Lambs

## Agricultural Education & Communication Department

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#### Introduction: Longview Club Lambs

- Small startup business in Lincoln, CA
- Goal is to become a high-quality club lamb production system within the next three years and maintain a high of level efficiency and productivity to compete with other club lamb businesses (Longview Club Lambs 2018)
- Needed adjustments include comparing its current operation to large-scale club lamb operations, evaluating types of nutrients the lambs, ewes, and rams should be fed, creating an effective marketing plan for the lamb crop each year, facilities must be able to accommodate operation size and efficiency, the health and care for animals must be pre-planned or have steps for possible situations, the genetics and time of lambing must be organized to provide lambs at the demanded time of year, and finally, the finance of the operation must be properly budgeted and managed (Bowles 2015)



1- Finished lamb bred by Longview Club Lambs



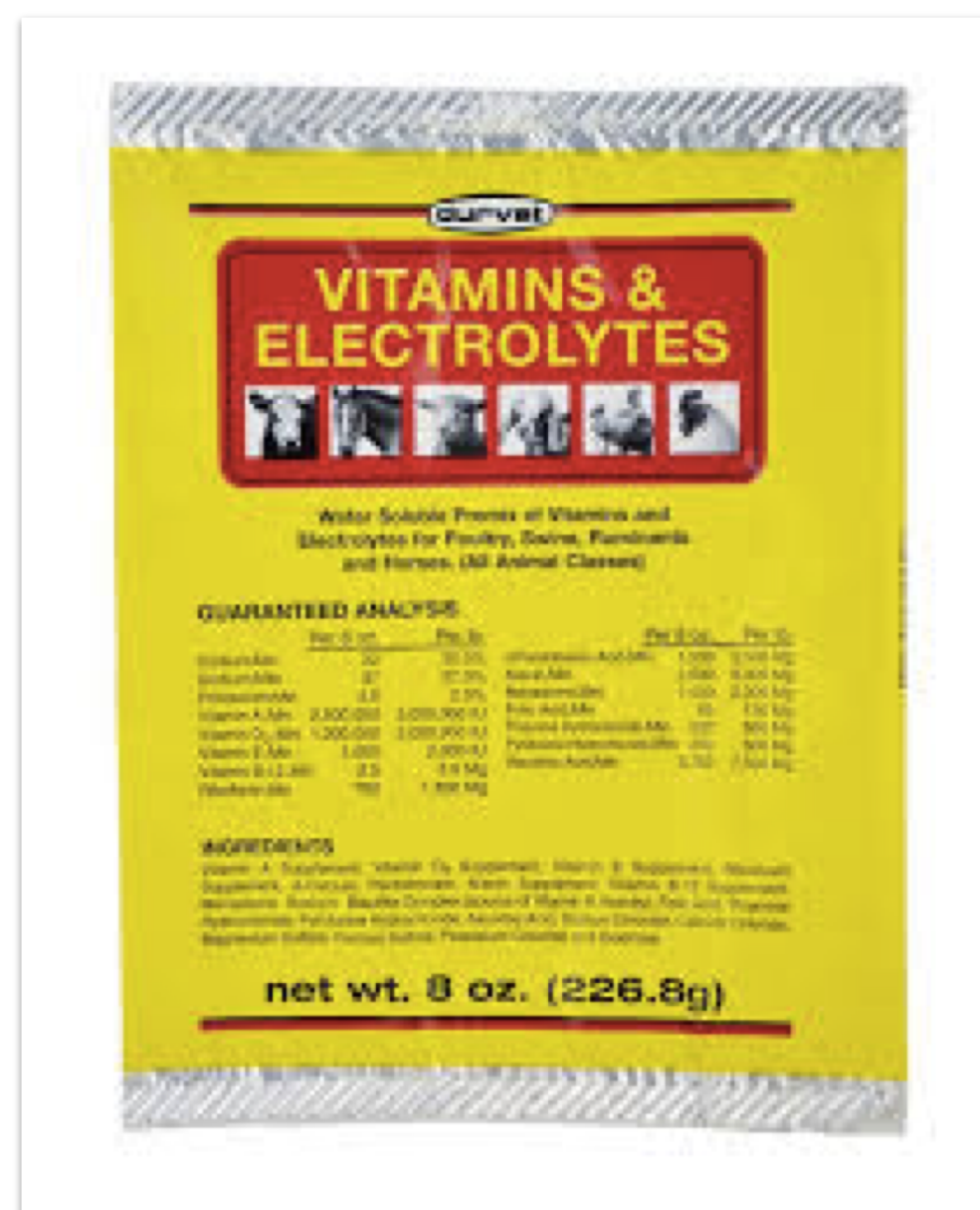
2-First marketing of Longview Club Lambs

Breeding Inventory									
Scrapie Tag	Name/Tag	Sex	DOB	Dam	Sire	Breeder	Bred By	Bred on	Expected Lambing
1274	Rajah	Ewe	Feb 2013	Deliah	Outfitter	Fish	Maui	7/11-7/16	12/3-12/15
N/A	Perdita	Ewe	Nov 2013		Trailblazer	Fish	Maui	8/15-8/30	1/7-1/30
Blue Tag	Ariel	Ewe				Bianchi	Maui	8/15-8/30	1/7-1/30
Blue Tag	Lilo	Ewe	Nov 2013			Bianchi	Maui	7/11-7/16	12/3-12/15
14	Pochantas	Ewe	Jan 2016	Lilo	Thor	Longview	Maui	8/15-8/30	1/7-1/30
Blue Tag	Tiger Lily	Ewe	Jan 2016	Perdita	Sniggle Fuzzy	Longview	Maui	7/11-7/16	12/3-12/15
	Karlee	Ewe	Jan-2014		Titlest-	Fish	Al	7/11-7/16	
	Blossom	Ewe			Thor	Fish	Maui		
	Dee-Dee	Ewe			Poppy	Dandy Farms	Maui		
Purple Scrapie	Rosie	Ewe	2016		Burn	Dandy Farms	Maui	8/15-8/30	1/7-1/30
CA100427329	Maui	Ram	10/18/2016	Fish 1094	Burn	Fish	N/A	N/A	N/A
	Minnie	Ewe	2017			Longview	none	none	none
Pink Tag	Jane	Ewe	11/13/2017	oofy x Scand	Reality (Bad Bloo	Mayo	Maui	9/17-10/19	2/9-3/20
Lamb Inventory									
	Scrapie/Tag	Sex	DOB	Dam	Sire				
	Maui X R	Ewe	February	Rosie	Maui				
	Maui X P	Ewe	December	Pochantas	Maui				
	Maui X TL	Ewe	December	Tiger Lily	Maui				
	Wether	Wether	March	Lilo	Maui				

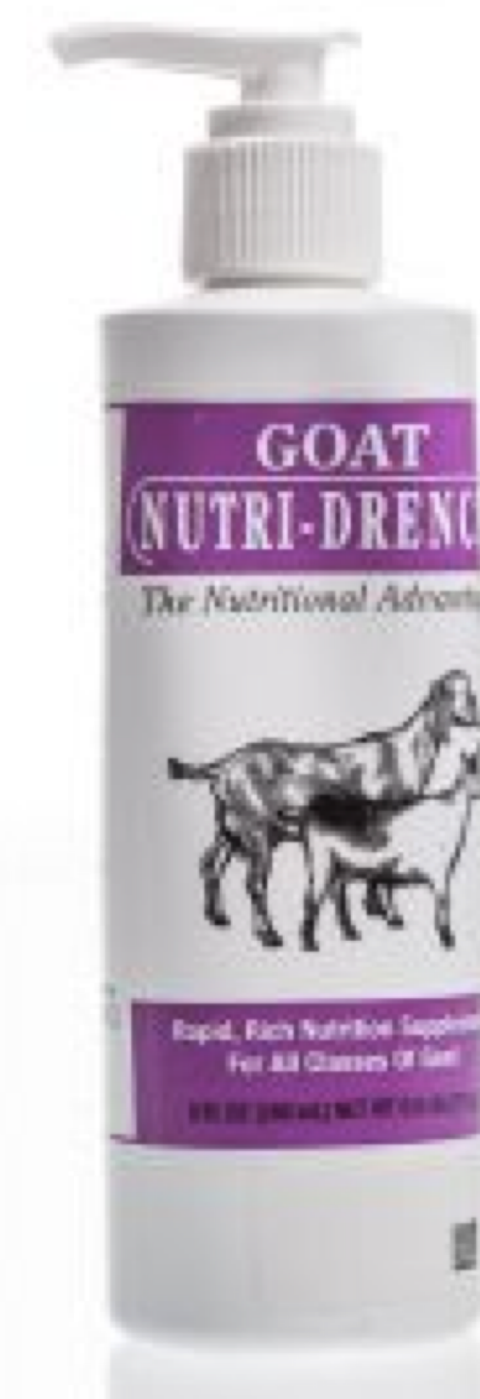
3- Current inventory and lambing schedule of Longview Club Lambs

#### Background:

- Nutrition- crude protein based type and age (Fournier 2018)
- Time of Feeding- 8pm to 8am is the best time to increase feed intake (Marshall 2018)
- Facility- allow for separation, movement, and organization of various lamb groups. This includes pasture allowing for forage growth and pens adequate for lambing (Kintzel 2010)
- Knowledge- be prepared to answer questions for customers on certain animals (Chaddock, F., and Stulz, R. 1998)
- Social Media- manage social media accounts current with sales and success of lambs (Saravanakumar and Lakshmi 2012)
- Record Keeping- record of the herd and indivual lamb should be used. (Bracken 2017). Programs include Sheep Manager, FlockFlier, and SheepTracker.
- Financial Documents- Finacial information should be maintained to ensure efficancy. Revenues, expenses, and cash flows should be recorded (Arzeno 2004).



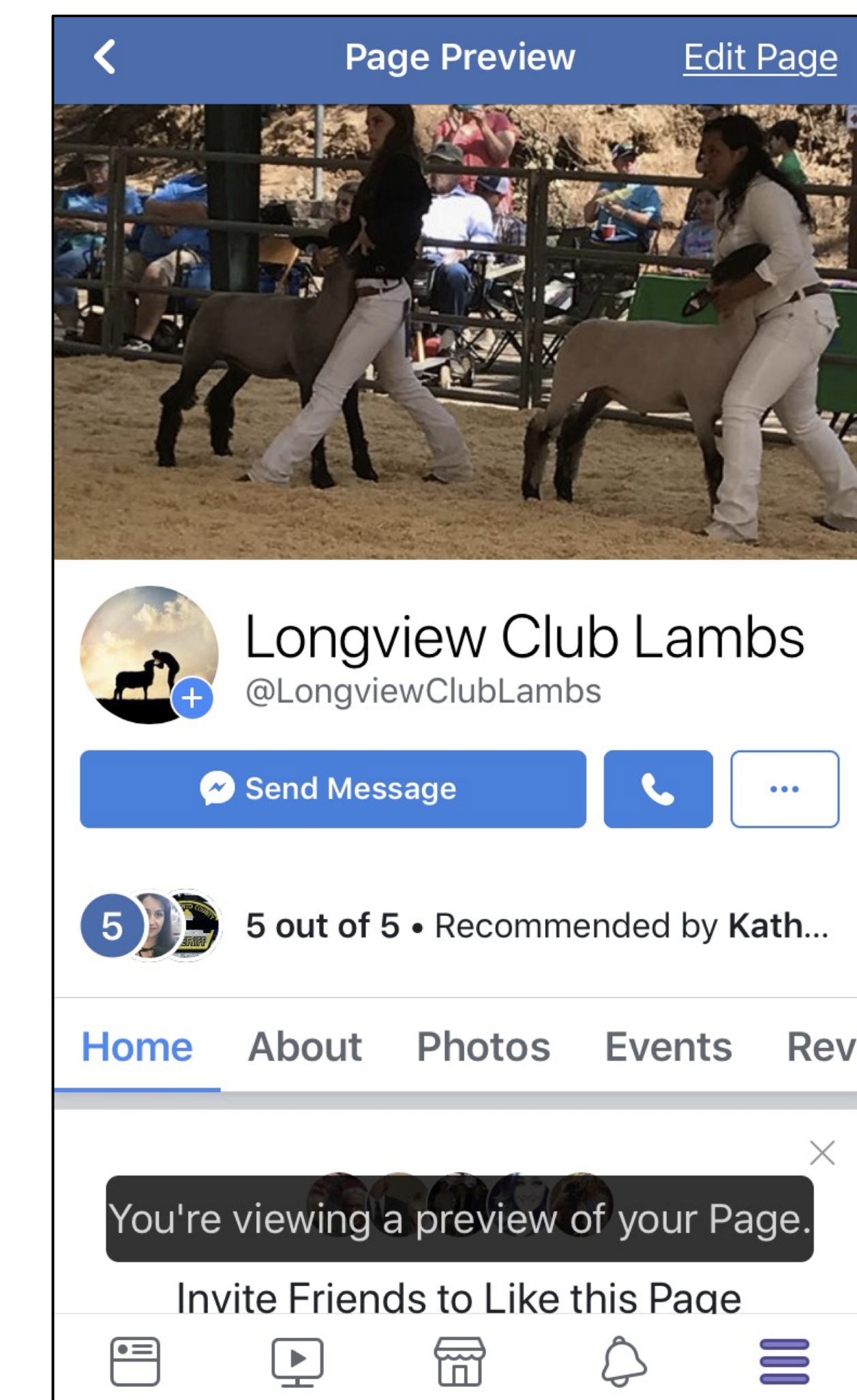
4-Vitamin and electrolyte brand used by Longview Club Lambs to assist in maintaining heard health



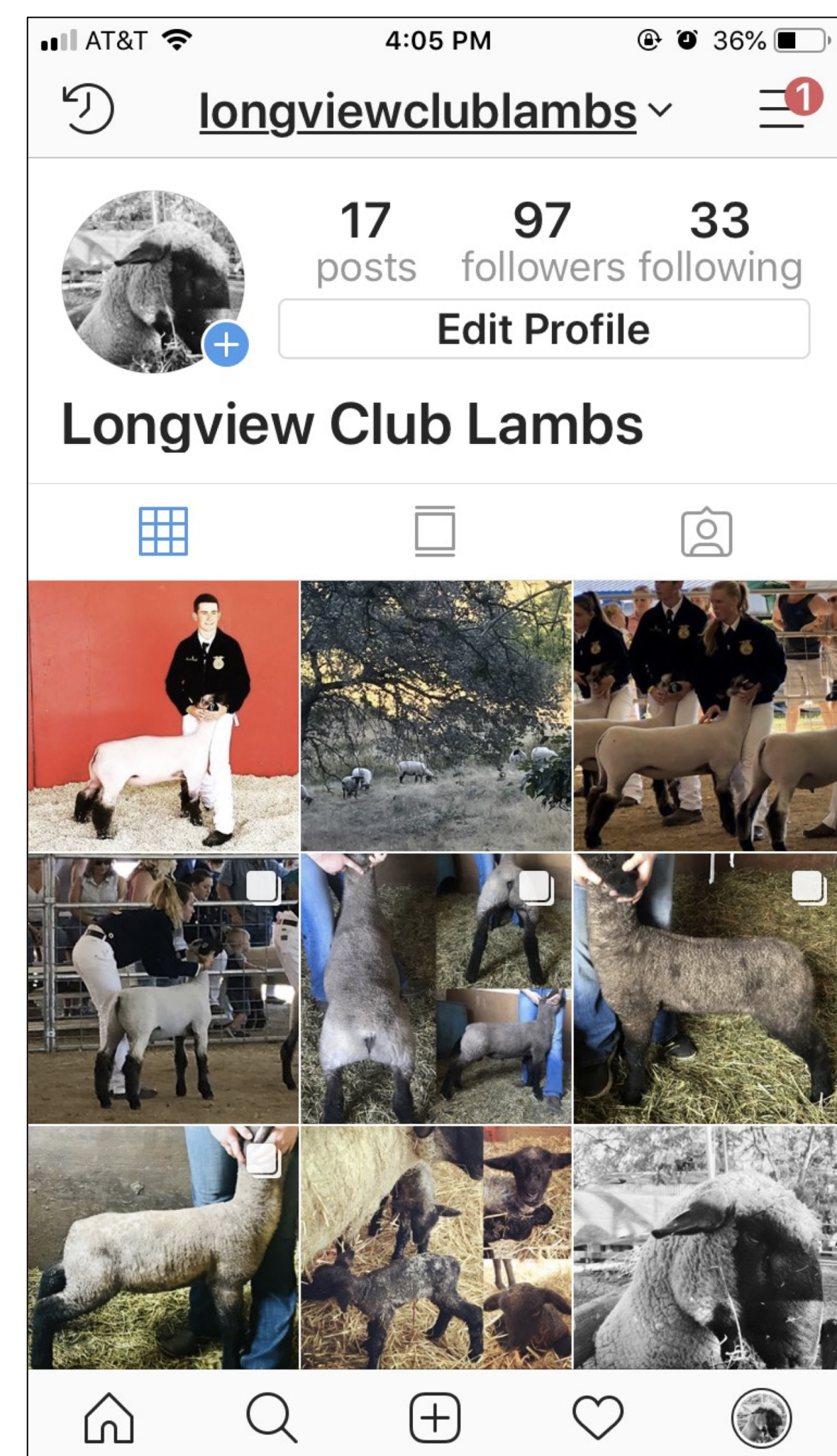
5- Nutritional drench used to boost the health of weak lambs

#### Methodology:

- Facility- 10 acres will be re-designed to include lambing/quarantine pens, rotated pasture area, and feed paddocks in various sizes
- Water- 2 inches and a free flowing creek is readily available, which will be used to irrigated pasture area
- Nutrition- Ewes will be fed based on their stage of breeding/lactation. Ram will be fed to maintain his weight and provide energy during breeding. (Fournier 2018)
- Breeding- the breeding of each ewe will be planned and will correspond with appropriate demand in the market, i.e. county fairs
- Social Media- posts will be made on a regular basis and will constant promote and advertise the business and its success
- Record Keeping- the business will use a digital record keeping system that will help track overall heard health/production and individual animal health/production
- Financial Documents- Excel will be used to create a balance sheet, cash flows, and income statement



6- Current efforts of Longview Club Lambs on Facebook



7- Current efforts of Longview Club Lambs on Instagram

Income							
	Quantity	Income Per Unit	Total Income				
Leased Breeding	0	\$ 75.00	\$				
Lambs Sold	5	\$ 350.00	\$ 1,750.00				
	3	\$ 400.00	\$ 1,200.00				
				Total		\$ 2,950.00	
Expenses							
	Quantity	Price per unit	Total				
Medication			\$ -				
LA-200	1		\$ 20.00				
Electrolytes	1		\$ 15.00				
Dewormer	1		\$ 30.00				
Feed- Grain			\$ -				
Rolled Corn	50	\$ 10.00	\$ 500.00				
Feed- Hay			\$ -				
Alfalfa	320	\$ 14.00	\$ 4,480.00				
Lambing			\$ -				
Bands	1	\$ 10.00	\$ 10.00				
Gloves	1	\$ 7.00	\$ 7.00				
Heat Lamp	2	\$ 12.00	\$ 24.00				
Nutri-Drench	1	\$ 35.00	\$ 35.00				
Breeding			\$ -				
Live Cover	0	\$ -	\$ -				
A.I.	0	\$ -	\$ -				
				Total		\$ 5,121.00	
Final Result							
Income		Expense	Profit				
\$ 2,950.00	\$ 5,121.00	\$ (2,171.00)					

8- Current financial analysis of Longview Club Lambs

Income							
	Quantity	Income Per Unit	Total Income				
Leased Breeding	10	\$ 75.00	\$ 750.00				
Lambs Sold	10	\$ 350.00	\$ 3,500.00				
	8	\$ 400.00	\$ 3,200.00				
	3	\$ 500.00	\$ 1,500.00				
				Total		\$ 8,950.00	
Expenses							
	Quantity	Price per unit	Total				
Medication			\$ -				
LA-200	1	\$ 20.00	\$ 20.00				
Electrolytes	1	\$ 15.00	\$ 15.00				
Dewormer	1	\$ 30.00	\$ 30.00				
Feed- Grain			\$ -				
Rolled Corn	50	\$ 10.00	\$ 500.00				
Feed- Hay			\$ -				
Alfalfa	320	\$ 14.00	\$ 4,480.00				
Lambing			\$ -				
Bands	1	\$ 10.00	\$ 10.00				
Gloves	1	\$ 7.00	\$ 7.00				
Heat Lamp	2	\$ 12.00	\$ 24.00				
Nutri-Drench	1	\$ 35.00	\$ 35.00				
Breeding			\$ -				
Live Cover	5	\$ 150.00	\$ 750.00				
A.I	5	\$ 200.00	\$ 1,000.00				
				Total		\$ 6,871.00	
Final Result							
Income	Expense	Profit					
\$ 8,950.00	\$ 6,871.00	\$ 2,079.00					

9- Projected financial analysis of Longview Club Lambs



10- Marketing Effort of lambs to be sold by Longview Club Lambs

#### Moving Forward

The business will follow the document created to adjust the listed areas of their business. The business plan will not be completed quickly. It take multiple years for all projects to be completed or efficiently implemented. These changes will help to create a more efficient business overall.

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