

Free Ostrich Farming Business Plan Template

The following template is designed to be copied into a document and completed with your own farm information. It is intentionally flexible because land costs, feed prices, regulations, labor, processing facilities and selling prices can vary substantially between countries and even between regions.

Do not fill the financial sections with numbers simply because they look reasonable. Replace each assumption with a local quotation, buyer discussion, government requirement, production record or other verifiable source wherever possible.

1. Executive Summary

Business name:

Location:

Owner(s):

Primary business model:

Secondary revenue streams:

Products:

Target customers:

Total startup investment required:

Working capital required:

Funding source:

Expected date of first sales:

Long-term business objective:

Business opportunity summary:

Explain in a few paragraphs what the farm will produce, who will buy the products, why the location is suitable and why the business has a realistic opportunity to succeed.

2. Business Description

Business structure:

Farm size:

Land ownership or lease arrangement:

Planned flock size:

Primary production system:

Main products:

Secondary products:

Describe how the farm will operate and how it will generate revenue.

Clearly identify the primary business model. For example:

- Breeding and chick sales
- Meat production
- Integrated breeding and meat production
- Breeding-stock production
- Agritourism
- A combination of these models

If several activities are planned, explain which one is expected to generate the majority of revenue.

3. Market Analysis

Target market:

Geographic market:

Target customers:

Main competitors:

Expected selling channels:

Expected market price:

Evidence supporting price:

Identify the customers who are most likely to purchase your products.

For each major product, document:

Product	Target buyer	Expected quantity	Expected price	Evidence
Meat				
Leather				
Feathers				
Eggs				
Chicks				
Breeding stock				
Other				

Do not assume that because a product can technically be sold, there is a profitable market for it.

4. Land, Housing and Infrastructure

Land requirement:

Land cost or lease:

Fencing:

Shelters:

Handling facilities:

Water supply:

Electricity:

Feed storage:

Incubation facilities:

Brooding facilities:

Vehicle access:

Waste management:

Processing arrangements:

Veterinary access:

List the infrastructure required before purchasing birds.

Also document the legal requirements affecting land use, animal ownership, construction, transport, slaughter, processing and product sales in your jurisdiction.

5. Production Plan

Starting flock:

Breeding males:

Breeding females:

Expected eggs per female:

Expected fertility:

Expected hatchability:

Expected chick survival:

Expected market age:

Expected sale weight or product specification:

Replacement breeding birds:

Build the production forecast around realistic biological assumptions.

Remember that eggs, chicks and saleable birds are different production stages. Your model should account for fertility, hatchability, mortality and birds retained for breeding.

6. Startup Costs

Cost category	Estimated cost	Source/quotation
Land		
Fencing and gates		
Shelters		
Handling facilities		
Water infrastructure		
Electricity		
Incubators		
Brooders		
Equipment		
Breeding stock/chicks		
Feed storage		
Vehicle/transport		
Licenses and permits		
Insurance		
Initial veterinary costs		
Marketing		
Other		
Total startup cost		

Add a separate working-capital requirement rather than assuming that startup costs cover the period before meaningful revenue begins.

7. Operating Costs

Expense	Monthly cost	Annual cost	Verification
Feed			
Labor			
Veterinary care			
Utilities			
Maintenance			
Transport			
Processing			
Insurance			
Marketing			
Land lease			
Administration			
Other			
Total			

Where possible, use actual supplier quotations instead of generic online estimates.

8. Revenue Forecast

Product	Saleable quantity	Selling price	Gross revenue
Meat			
Leather			
Feathers			
Eggs			
Chicks			
Breeding stock			
Other products			
Agritourism			
Total revenue			

Gross revenue = Saleable quantity × Selling price

Remember that gross revenue is not profit.

9. Production and Cash-Flow Timeline

Map when major expenses occur and when revenue is expected.

Period	Major expenses	Production activity	Expected sales	Cash position
Months 1–3				
Months 4–6				
Months 7–12				
Year 2				
Year 3				

This section should show whether the farm has enough working capital to survive until sales begin.

10. Risk Analysis

List the major risks facing the business.

Risk	Probability	Financial impact	Mitigation
Weak demand			
Lower selling prices			
Feed price increases			
Disease			
Chick mortality			
Poor hatchability			
Processing problems			
Transport problems			
Water shortage			
Regulatory changes			
Extreme weather			
Theft/predators			

For every major risk, explain what you would do if it actually occurred.

11. Financial Projections

Prepare at least three scenarios:

- **Conservative:** Lower production and lower selling prices.
- **Expected:** Most likely production and selling prices.
- **Optimistic:** Strong production and favorable market conditions.

Then calculate:

- Total revenue
- Total operating costs
- Gross profit
- Net operating result
- Initial investment
- Working capital requirement
- Break-even point
- Payback period
- Cash-flow position

The business should not depend on the optimistic scenario to remain viable.

12. Break-Even Analysis

Fixed costs:

Variable cost per saleable unit:

Selling price per unit:

Contribution per unit:

Estimated break-even volume:

If your farm has multiple products, explain how the different revenue streams contribute to the overall break-even point.

13. Funding Requirements

Total project cost:

Owner contribution:

Loan required:

Investor contribution:

Other funding:

Explain exactly how the requested funding will be used.

For example:

Land and infrastructure:

Breeding stock:

Equipment:

Working capital:

Marketing:

A lender or investor should be able to see where every major dollar goes.

14. Implementation Plan

Stage	Activity	Target date	Status
1	Confirm market demand		
2	Confirm legal requirements		
3	Secure land		
4	Obtain supplier quotations		
5	Build infrastructure		
6	Secure processing arrangements		
7	Purchase birds/equipment		
8	Begin production		
9	Begin sales		
10	Review financial performance		

The order matters. Market validation and legal research should happen before major capital expenditure.

15. Supporting Documents

Attach evidence supporting the assumptions in your plan.

Useful appendices can include:

- Land documents
- Construction quotations
- Feed quotations
- Equipment quotations
- Veterinary information
- Buyer correspondence
- Processing-facility information
- Permit requirements
- Market research
- Production records
- Financial calculations
- Maps or site plans
- Insurance information

This supporting evidence can make the difference between a business plan that looks professional and one that actually demonstrates that the business has been investigated.

Final Business Plan Checklist

Before considering the plan complete, ask yourself:

- ☐ Do I know exactly what my primary business model is?
- ☐ Do I know who will buy my products?
- ☐ Have I spoken to potential buyers?
- ☐ Are my selling prices supported by evidence?
- ☐ Have I separated startup costs from operating costs?
- ☐ Have I included working capital?
- ☐ Have I accounted for hatchability and mortality?
- ☐ Have I included birds retained for breeding?
- ☐ Have I confirmed processing arrangements?
- ☐ Have I checked the relevant legal requirements?
- ☐ Have I calculated break-even?
- ☐ Have I built a cash-flow forecast?
- ☐ Have I tested a conservative scenario?
- ☐ Would the business survive if selling prices fell?
- ☐ Would it survive if production was lower than expected?
- ☐ Can I explain the source of every major number in the plan?

If several answers are no, the business plan is not finished yet.

The purpose of an ostrich farming business plan is not to prove that ostrich farming will make money. It is to find out whether your particular farm can make money before you commit the money to build it.

A Final Note from the OstrichPro Team

We hope this free template helps you turn your ostrich farming idea into a clearer, more realistic and better-prepared business plan.

Every successful farm starts with a good plan, but the best plans are built on real markets, realistic costs and careful preparation.

We wish you success with your project and hope this resource brings you one step closer to building a sustainable and rewarding ostrich business.

Prepared by the OstrichPro Team