

Entry Barriers

The question has been posed as; what are the perceived barriers to entry into the nutrient plan development “business”?

When I decided to include NMP development in my consulting business I saw training as the biggest hurdle to overcome. Actually the lack of training availability was the biggest hurdle. It seemed that there was no one around who had done much of any plan writing and to compound this every agency or county had their own format or idea how a plan should look. I took it upon myself to develop my own format and then have it “blessed” by every county and/or agency I work with. To this day I still am tweaking the format to fit additional items that I may need to add depending upon each operation.

Getting paid everyone’s fear. If you know your customers or do some research, getting paid should not be a deterrent to writing plans.

Time. Time seems like it would be the biggest obstacle for a retail business to overcome to get into the plan writing business. As my conference presentation pointed out, even if the agronomist had someone else do the soil sampling, he would still be spending about 75 hours to do the other work. I doubt that a retail sales agronomist has almost two extra weeks to put together even one plan. Like a couple of the presenters stated; you can’t look at these plans as commodities and just crank out as many as you can. You must devote the time needed and put together a quality plan that satisfies the regulations while providing the producer with a working document that he can use on a daily basis if needed.

We as a presenter group; have a great opportunity to help overcome, for the people who want to devote the time, the biggest hurdle in this business opportunity.