



LEADING THE FORMATION OF AN AGRICULTURAL ORGANIZATION



INTRODUCTION

An Iowa-based agricultural nonprofit was challenged to establish a new organization to promote sustainability practices in their industry. The client sought to validate the viability of their mission and create an effective structure to unite diverse stakeholders.



THE STORY

This agricultural association is committed to advancing the agricultural sector, offering support through research, resources, and advocacy. It aims to bolster the productivity and profitability of growers, with an emphasis on innovation, sustainability, and environmental stewardship. The organization works diligently to promote the success and longevity of the agricultural industry and its associated communities.



THE CHALLENGE

The client faced two pivotal challenges. First, they needed to determine if their mission was viable. Second, they had to structure the new organization to effectively bring together stakeholders with varying interests and roles while making the execution of their mission possible.



THE CHOICE

By choosing to work with **B|G**, the client was able to validate their mission's feasibility and develop a comprehensive business plan and financial model. This approach empowered them to confidently move forward with a pilot project under a nonprofit structure and prioritize environmental practices, backed by suitable sources of funding.

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An Iowa-based agricultural nonprofit faced the challenge of creating a new organization dedicated to promoting sustainability practices in their industry. The organization's primary focus was determining the viability of their mission and structuring the new entity effectively to bring together a diverse group of stakeholders.

In response to these goals, **Bâton Global (B|G)** embarked on a comprehensive approach to develop a robust business plan that not only presented a scalable and financially viable approach but also aligned with the client's vision for promoting sustainability.

The collaboration with **B|G** yielded transformative results. A comprehensive business plan was developed that provided the client with the assurance they needed to move forward and validate their mission. The client was additionally equipped with a vision and an effective structuring plan that allowed them to successfully bring together a diverse group of stakeholders.

B|G also helped the organization evaluate potential legal structures while assessing the value proposition for stakeholders. This approach included mapping out the nature of stakeholder relationships under each potential legal

structure, which provided critical insights for decision-making.

B|G guided the organization through the monetary aspects of strategic development. A financial model was developed that synthesized a wide array of business models, environmental practices, funding mechanisms, and pricing scenarios. This model identified an optimal path that balanced environmental outcomes with financial resource availability.

In the end, the business plan served as a roadmap for guiding the execution of the organization's mission. It also functioned as a communication tool to engage stakeholders effectively. Financial analysis played a significant role in facilitating data-driven decision-making during planning discussions with the organization's management. This approach ensured that strategic choices were grounded in sound financial principles.



This engagement highlights the critical role of strategic planning and structuring in the formation of a new agricultural organization. Through rigorous analysis, comprehensive planning, and stakeholder engagement, the organization not only validated its mission but also successfully structured itself to promote sustainability practices and benefit communities across the Midwest.

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THAT ACHIEVES YOUR GOALS.



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