

DEVELOPING A HUNTING PROGRAM ON A RANCH OR FARM  
(Check- list and questions to ask yourself and family)

Prepared by Bill Burrows for the November 30, 2011 Agri-Tourism Workshop  
Phone: (530) 529-1535 / Email: [sunflowercrmp@hughes.net](mailto:sunflowercrmp@hughes.net)

**STEP 1:** Develop clearly defined “objective” for your hunting program, including:

- 1) Why are you considering a hunting program?
- 2) How much interaction do you want with clients?
- 3) How will the hunting program impact family members? (discuss with them)
- 4) Do you have the practical background to manage wildlife? – If not, are you willing to study and learn?
- 5) Is hunting fun for you?
- 6) How much profit is needed to make your program feasible?
- 7) How much time are you willing to invest in your program? – What times of the year?
- 8) How will you support start-up costs?

**STEP 2:** After you have reviewed the above questions you can begin the process of determining the type of program you want to develop. For example:

- a) A simple trespass permit for clients with no other services.
- b) A full-service program including guiding, lodging, meals, processing of game, etc..
- c) Something between a and b.

**STEP 3:** Develop a marketing and financial plan for your operation.

- 1) This can be as simple as obtaining liability insurance, getting the word out that you are “open for business” and provide rules for a trespass fee client.
- 2) – or as elaborate as lodging and meal fees, guiding fee, processing facilities, transportation, multiple advertising, wildlife management modifications, added labor and equipment costs, educational expenses, and interest on investment, rental of land for hunting, and any other costs associated with a full-service hunting program.

Income potential will be determined by the fee you charge clients, which will depend on the specie hunted and the length of their stay, and services provided.

The financial plan will ultimately be determined by a sliding scale between a no-service program versus a full-service program.

It is very difficult to show an example of a financial plan without going through the above process to determine the type and depth of the hunting program you will choose to offer.

Remember – you are moving from a production-oriented business to a service-oriented business. As a Producer you are a “price taker”, but as a Service you are a “price maker”. You establish the fee for your hunts based on what you need to make a profit, and also remember that “word of mouth” is your best advertising.