

Checklist For Starting a Microgreens Business

Market Research

- Identify target market
- Analyze competitor pricing
- Survey potential customers
- Determine best-selling varieties

Business Planning

- Develop a business plan
- Set short and long-term goals
- Create a budget
- Create a Lean Canvas

Legal Requirements

- Register the business
- Obtain necessary licenses
- Meet health and safety standards
- Ensure product quality

Growing Setup

- Choose a growing location
- Invest in growing equipment
- Select quality seeds
- Establish growing protocols

Branding and Marketing

- Design a brand identity
- Build a website
- Utilize social media
- Engage in local markets

Sales and Distribution

- Set up online sales
- Partner with local stores
- Attend farmers' markets
- Establish delivery logistics

Quality Control

- Monitor crop health
- Implement consistent harvesting
- Ensure packaging standards
- Schedule regular reviews

Go-to Resources for Opening a Microgreens Business

Agricultural Supplies

- [Johnny's Selected Seeds](#)
- [True Leaf Market](#)
- [Harris Seeds](#)

Marketing and Sales

- [Shopify](#)
- [SquareSpace](#)
- [WooCommerce](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [Lean Canvas Generator](#)

*All of the resources are clickable links