

Recordkeeping: For better quality of life and farm profitability



Annually

- Look at long term goals of the farm
- Identify major production goals
- Budget for these goals
- Develop a production plan
- Develop a vague timeline

Planning tools:

- Timeline
- Marketing Chart
- Production Plan
- Detailed Field Plans
- Seeding Chart

Sample Timeline:

January: Order seeds Review records Organize files;	July: Weed, weed, weed Harvest garlic
February: Review seed order (next session) Order seeds Review and refine greenhouse plan Start seeding onions	August: Plant fall crops Weed, weed, weed Order cover crops
March: Order compost/greenhouse supplies Seed in GH Contact and confirm with markets Equipment maintenance; arrange for labor if you need it	Sept: Prepare and plant winter cover cropping area Harvest (take records) Order garlic seed
April: Begin Bed Prep—spread compost Seed peas, radishes, outside, GH seed tomatoes, squash Farmers market fees CSA notice	October: Prepare beds and plant garlic Harvest storage crops Last markets?
May: 1 st cultivation early crops Bed prep and planting warm crops; 1 st harvest (keep record in wash area)	November: Evaluate markets sales records etc. Write down what can be improved for next year.
June: Succession planting weed Hill potatoes	December: Relax....

Projected Sales by Account**

Year: 2006

Crop	Farmers Market	Co-op	Café	Restaurant	Totals
Lettuce	15# x 26 weeks=390#	5# x 26 weeks= 130#	5# x 26 weeks= 130#	5# x 26 weeks= 130#	780#
Carrots	20bunches X 26 weeks = 520 bunches	10bu. X 26 weeks = 260 bunches	10bu. X 26 weeks = 260 bunches	10bu. X 26 weeks = 260 bunches	1300 bunches
Peppers	4 bushels x 10 weeks = 40 bushels	1 bu x 10 weeks = 10 bu	1 bu x 10 weeks = 10 bu	1 bu x 10 weeks = 10 bu	70 bushels
Potatoes	25# x 10 weeks= 250#	10# x 10 weeks = 100#	10# x 10 weeks = 100#	10# x 10 weeks = 100#	550#

** Adapted from Grubinger, V. 1999. "Sustainable Vegetable Production from Start-up to Market." NRAES Publishing. Ithaca, NY.

Sample and Price List for New Markets

MARKET	ITEM	PRICE	AVAILABILITY
MARKRISTO FARM CERTIFIED ORGANIC PRODUCE Market & Online Available	WASHED GREENS (10 to 12 bushels gross weight)	\$9.00/bu.	Year-Round
	WASHED CARROTS (10 to 12 bushels gross weight)	\$12.00/bu.	Year-Round
	WASHED POTATOES (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
	WASHED PEAS (10 to 12 bushels gross weight)	\$12.00/bu.	Year-Round
	WASHED SQUASH (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
	WASHED TOMATOES (10 to 12 bushels gross weight)	\$12.00/bu.	Year-Round
	WASHED ZUCCHINI (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
	WASHED CUCUMBERS (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
	WASHED BROCCOLI (10 to 12 bushels gross weight)	\$12.00/bu.	Year-Round
	WASHED CAULIFLOWER (10 to 12 bushels gross weight)	\$12.00/bu.	Year-Round
	WASHED SPINACH (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
	WASHED KALE (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
	WASHED LETTUCE (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
	WASHED HERBS (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
	WASHED GARLIC (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round
WASHED ONIONS (10 to 12 bushels gross weight)	\$10.00/bu.	Year-Round	

Production Plan (2006)

Crop	Projected unit sales	Marketable Yield/ acre	Area to plant	Projected gross income	Planting date
lettuce	780#	50# / 100 row feet	1560 row feet= 4 beds	\$6.00/# = \$4680	5/11 bed 5/22-1 bed 6/6 - 1 bed 6/22 -1 bed
carrots	1300 bunches	1 bunch = 1.5# 100lb/ 100 row feet	1300 bu =1950# 19.5 rows = -5 beds	\$2/ bunch= \$2600	5/15-2 beds 6/1- 2 beds 6/22- 1 bed
potatoes	550#	150#/ 100 row feet	6 beds= 6 rows on 6' center	\$2.00/ # = \$1100	5/1

Weekly lists

- Review production plan and timeline on off day (usu. Sunday or Monday)
- List priority tasks
- If you have labor, assign the tasks.
- List on board in wash room or place where staff can do it so if you are not around they always have a list of things to do.

Weekly staff meetings with employees provide a place to discuss production tasks, personnel conflicts, and safety concerns, plus it helps you stay organized!



Photo by: Rex Dufour

Determining profitability of specific crops

- Recordkeeping is the premise of determining crop profitability.

Analysis Tools:

- Crop Journals
- Sales Spreadsheet
- Crop Enterprise Sheet
- Index of Profitability

"Most of us farmers are market-driven, not profit-driven. For example: I could sell as much sweet corn as I could grow, but I wouldn't make any money. A lot of farms have certain profit center and they just need to plug some of the profit holes in the sinking ship and they'll be fine"

Compile Sales Spreadsheet

Crop	Farmers Mkt	Restaurant	Total sales/ crop
Carrots	\$1500	\$1500	\$3000
Beets	\$200	\$80	\$280
Potato	\$400	\$250	\$650
Lettuce	\$1200	\$1000	\$2200
Total sales/ mkt	\$3300	\$1830	\$6130

Lettuce Crop Enterprise Sheet

Expense per bed	Cost per bed
¼ hr chisel	\$5
¼ hr final bed prep	\$7.00
seed costs	\$50.00
1 hour direct seeding	\$20.00
5 hours cultivating	\$50.00
Harvesting and washing	\$100.00
Boxes	\$50.00
Total in-field costs	\$282.00
Gross sales per bed	\$2200
Net Return/ bed	\$1982

Develop Index of Profitability

Crop	Prodcn cost	Gross return	Net return/bed	Net return/ac
Lettuce	\$282	\$2200	\$1982	\$31,000

Quality of life

