



The Organic Farmers  
**BUSINESS HANDBOOK**  
 A Complete Guide to Managing  
 Finances, Crops, and Staff --  
 and Making a Profit

by  
**RICHARD WISWALL**



**SIMPLIFIED MARKETING CHART**

	Farmers Markets	Food Co-op	Restaurant	CSA	Other	Total
Beets	8 weeks x 25 lbs = 200 lbs = \$400	12 weeks x 50 lbs = 600 lbs = \$600	0	4 weeks x 50 lbs = 200 lbs = \$400	8 weeks x 25 lbs = 200 lbs = \$200	1,200 lbs \$1,600
Carrots	8 weeks x 50 lbs = 400 lbs = \$800	8 weeks x 200 lbs = 1,600 lbs = \$2,000	8 weeks x 50 lbs = 400 lbs = \$500	12 weeks x 50 lbs = 600 lbs = \$1,200	12 weeks x 75 lbs = 900 lbs = \$1,125	3,900 lbs \$5,625
Lettuce	10 weeks x 60 hds = 600 hds = \$1,200	10 weeks x 120 hds = 1,200 hds = \$1,200	10 weeks x 120 hds = 1,200 hds = \$1,200	10 weeks x 50 hds = 500 hds = \$1,000	10 weeks x 120 hds = 1,200 hds = \$1,200	5,000 hds \$6,400
Potatoes	8 weeks x 150 lbs = 600 lbs = \$900	10 weeks x 200 lbs = 2,000 lbs = \$3,000	0	8 weeks x 100 lbs = 800 lbs = \$900	8 weeks x 100 lbs = 800 lbs = \$900	3,800 lbs \$5,700
<b>Total</b>	<b>\$3,300</b>	<b>\$6,800</b>	<b>\$1,700</b>	<b>\$4,100</b>	<b>\$3,425</b>	<b>\$19,325</b>



PRODUCTION PLAN						
Total Beds = 16						
Crop	Yield/350' Bed	# of Beds Needed	Proj. Gross Sales	Seed Needed	Planting Dates	Notes
Beets 1,200 lbs	600 lbs (Conservative)	2 beds (1 early + 1 late)	\$1,600	16,000 Red Ace 16,000 Gold	5/1; 6/1	15 seeds/foot
Carrots 3,900 lbs	1,000 lbs	4 beds (1 early + 3 late)	\$5,225	27,000 Nelson 27,000 Bolero	5/1; 6/1	25 seeds/foot w/caster sizer
Lettuce 5,000 hds	830 hds (marketable) 3 rows x 12' x 80% pick	6 beds 6 plantings 0.75 bed/planting	\$6,400	2,400 Two Star 1,200 Yaman 1,200 Cocarde 1,200 Ermosa	5/1; 5/15; 6/1; 6/15; 7/1; 7/15; 8/1; 8/15	750 plants needed per planting to sell 625 hds
Potatoes 3,800 lbs	950 lbs	4 beds	\$5,700	100 lbs gold 100 lbs red	5/1	red:gold 1:1 Single rowbed 1:20 seed/crop

**ATTRA**  
National Sustainable Agriculture Information Service  
www.attra.net

**RESOURCE GUIDE TO ORGANIC & SUSTAINABLE VEGETABLE PRODUCTION**  
March 2006 Revised List

ATTRA is an national sustainable agriculture information service funded by the USDA's Rural Business - Cooperative Reform Act.

**By Steve Olson**  
NCAT Agricultural Specialist  
September 2005

**Table of Contents**

- 1.0 About This Resource List
- 1.1 Why Should I Use This Guide?
- 1.2 How to Use This Guide
- 1.3 About the List of Web Resources
- 1.4 What is Sustainable Vegetable Production?
- 1.5 What is Organic Vegetable Production?
- 1.6 The Farmer's Bookshelf
- 2.0 Publications on Sustainable Vegetable Production, Market Gardening, and Community Vegetable Production
- 2.1 Specialty, Ethnic and Minor Vegetable Crops
- 2.2 Literature on Organic Agriculture
- 2.3 Modern Literature on Organic Farming
- 2.4 Literature on Sustainable Agriculture
- 2.5 Literature on Alternative Farming Systems
- 3.0 Soil Management
- 3.11 Beds & Bedsites on Bed Planting
- 3.12 Soil Working Work Links
- 3.13 Frost & Bed Sites on Cover Crops
- 3.14 Cover Crop Work Links
- 3.15 SCARFED Cover Crop Resources
- 3.16 Beds & Bedsites on Compost and Manure
- 3.17 Web Links on Compost and Manure
- 3.18 Beds & Bedsites on Soil Organic Matter
- 3.19 Soil Organic Matter Work Links
- 3.20 Beds & Bedsites on Earthworms
- 3.21 Soil Working Work Links
- 3.22 IPM Work Links
- 4.0 IPM Work Links
- 4.1 IPM & Video Resources on IPM
- 4.2 IPM Work Links
- 4.3 IPM & Video Resources on Weed Control
- 4.4 IPM Work Links
- 4.5 Weed Control Work Links
- 4.6 IPM: Application and Labeling
- 4.7 IPM Certification and Labeling
- 4.8 IPM Guidelines & Search Engines
- 4.9 ATTRA Publications Relating to Pest Management
- 4.10 Vegetable Market Resources
- 4.11 National Vegetable Production Materials on the Web
- 4.12 Migration & Newcomers on Vegetable Production and Market Gardening
- 4.13 Database & Directory Lists in Vegetable Crops and Associated Production Practices on the Web
- 4.14 Organic Farming Primer
- 4.15 Organic Certification and Marketing
- 4.16 Economics of Organic Vegetable Production
- 4.17 Migration & Newcomers on Organic Farming and Sustainable Agriculture
- 4.18 Production & Stock Distribution
- 4.9 About This Resource List

In 1996, ATTRA published a 27-page information package titled Sustainable Vegetable Production. At the time it was a leading information source on organic and sustainable vegetable production. However, in 1998, the United States Department of Agriculture (USDA) published the Sustainable Vegetable Production From Seed to Harvest. With the advent of YouTube's video sharing site, we discontinued the ATTRA information package. We think the USDA book does an excellent job of providing a comprehensive and authoritative overview of sustainable vegetable production.

In keeping with the ATTRA tradition to serve as a niche where no agricultural specialist has gone before, we elected to produce a resource guide of educational materials that supports the needs of organic and sustainable vegetable farmers. Thus, we offer this site - Resource Guide in Organic and Sustainable Vegetable Production.

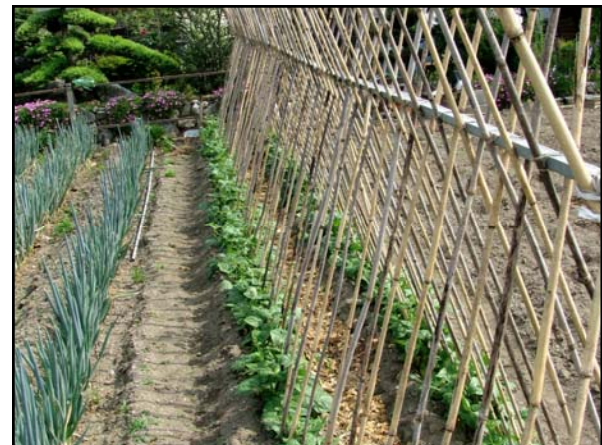
ATTRA is a project of the National Center for Appropriate Technology.

**MU Guide**  
PUBLISHED BY MU EXTENSION, UNIVERSITY OF MISSOURI-COLUMBIA  
www.missouri.edu/extension

**Vegetable Planting Calendar**  
Lance W. Jeff  
Department of Horticulture

**Planning and Planting Guides**

Vegetable	Planting Date	Harvest Date	Days to Maturity	Planting Depth	Planting Spacing	Planting Rate	Planting Method	Planting Notes
Asparagus	April	June	180	1/2"	24"	100 plants/row	Row	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Beets	May	July	50	1/2"	12"	15 seeds/foot	Row	Direct seeding. Sow in early spring, 6 seeds/ft., 1/4"-1/2" deep, in rows 24" apart. Thin to 6" apart for large beets.
Carrots	May	August	70	1/2"	12"	25 seeds/foot	Row	Direct seeding. Sow in early spring, 6 seeds/ft., 1/4"-1/2" deep, in rows 24" apart. Thin to 6" apart for large carrots.
Cauliflower	June	September	100	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Corn	May	September	90	1/2"	30"	100 plants/row	Row	Plant in rows 30" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Cucumbers	June	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Eggplant	June	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Kale	May	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Kohlrabi	May	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Leeks	May	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Lettuces	May	September	50	1/2"	12"	15 seeds/foot	Row	Direct seeding. Sow in early spring, 6 seeds/ft., 1/4"-1/2" deep, in rows 24" apart. Thin to 6" apart for large lettuces.
Onions	January	July	180	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Potatoes	May	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Spinach	May	September	50	1/2"	12"	15 seeds/foot	Row	Direct seeding. Sow in early spring, 6 seeds/ft., 1/4"-1/2" deep, in rows 24" apart. Thin to 6" apart for large spinach.
Squash	June	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Tomatoes	June	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Turnips	May	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Winter Squash	June	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.
Zucchini	June	September	70	1/2"	24"	100 plants/row	Transplant	Plant in rows 24" apart. Do not firm soil - allow irrigation or rain to fill in the dibble hole.

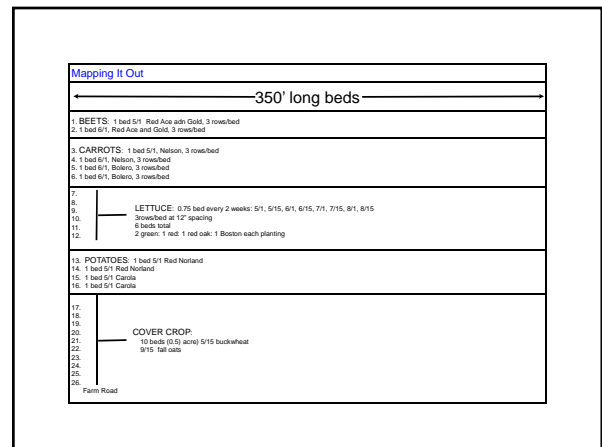


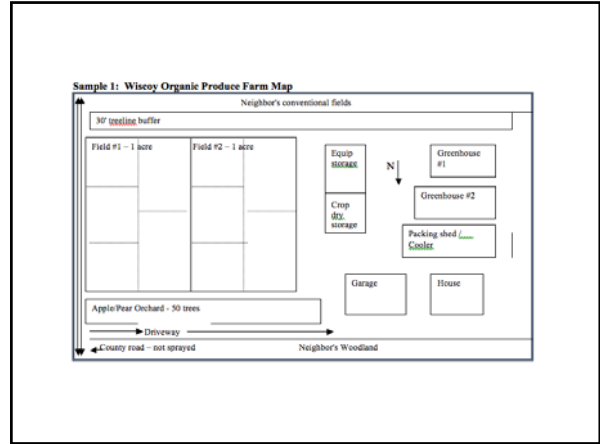
**PLANTING:** beginning in late spring, when 8-18" tall and pencil-thick, transplant outdoors 6" apart, rows 24" apart in holes dibbled about 6" deep. Only 1-2" of leaves need extend above the soil surface. Do not firm soil - allow irrigation or rain to fill in the dibble hole. **DIRECT SEEDING:** Sow in early spring, 6 seeds/ft., 1/4"-1/2" deep, in rows 24" apart. Thin to 6" apart for large leeks. **BLANCHING:** During the growing period hill the plants with soil 2 or 3 times, higher with each hoeing. This forces the leaves higher up the plant resulting in extra long blanched stalks and a much greater edible portion. When using the "dibble method", hilling is reduced or eliminated. **DAYS TO MATURITY:** From transplanting, add 20-30 days if direct seeding. **AVG. DIRECT SEEDING RATE:** 165/1,000 seeds, 1,650/oz., 11 oz. (105,000 seeds/acre at 6 seeds/ft. in rows 30" apart. **TRANS-PLANTS:** Avg. 5,000 plants/oz., 96,000/b. **SEED SPECS:** SEEDS/OZ.: 9,375-11,250 (avg. 10,000). **MINI:** 1 gm. (avg. 350 seeds); sows about 55' or makes about 200 transplants. **PACKET:** 4 gm., unless otherwise noted, (avg. 1,400 seeds) sows 230' or makes about 800 transplants.

the U.S. Orders are January through May. Avg. 50 plants/bunch. **1 Bunch \$12.95; 5 Bunches \$31.95**

Johnny's Selected Seeds

For Onion Plants, see pages 68, 69





### SEEDING CALENDAR

CROP	3/1	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	5/10
Lettuce					700		700		750		
Onions	5,000										
Lettuce				700		700		700			

**What variety should I plant?**  
The varieties listed below represent the "wisdom of the crop". They do not include all of the great ones. In selecting varieties, we primarily consider yield, quality and disease resistance as represented under "Wisconsin conditions".

**When should I plant?**  
This application is only for the first year growers use the map to the right. Note which planting region you are in to the north below on the color given for your region.  
If you live in the Check planting area, note that you use "seed" planting dates. This is because the higher elevation in your area brings later spring and earlier fall frosts.  
Some vegetables may be planted for fall crop. When this is possible, a second set of dates is listed.

**Wisconsin planting regions**

**Recommended vegetable varieties and planting dates**

Vegetable	Variety	Comments	North	Center	South
Tomato	Jet Red	Medium to large tomato	6/15/07	7/15/07	7/20/07
	Levee	Medium to large tomato	6/15/07	7/15/07	7/20/07
	Levee	Medium to large tomato	6/15/07	7/15/07	7/20/07
	Levee	Medium to large tomato	6/15/07	7/15/07	7/20/07
	Levee	Medium to large tomato	6/15/07	7/15/07	7/20/07
Cucumber	Parade	Medium to large cucumber	6/15/07	7/15/07	7/20/07
	Parade	Medium to large cucumber	6/15/07	7/15/07	7/20/07
	Parade	Medium to large cucumber	6/15/07	7/15/07	7/20/07
	Parade	Medium to large cucumber	6/15/07	7/15/07	7/20/07
	Parade	Medium to large cucumber	6/15/07	7/15/07	7/20/07





