



## Understanding Profit

You earned \$3 at the farmers' market.

(Gross Income)

You bought supplies that cost \$2. (Expenses)

You earned \$1. (Profit)

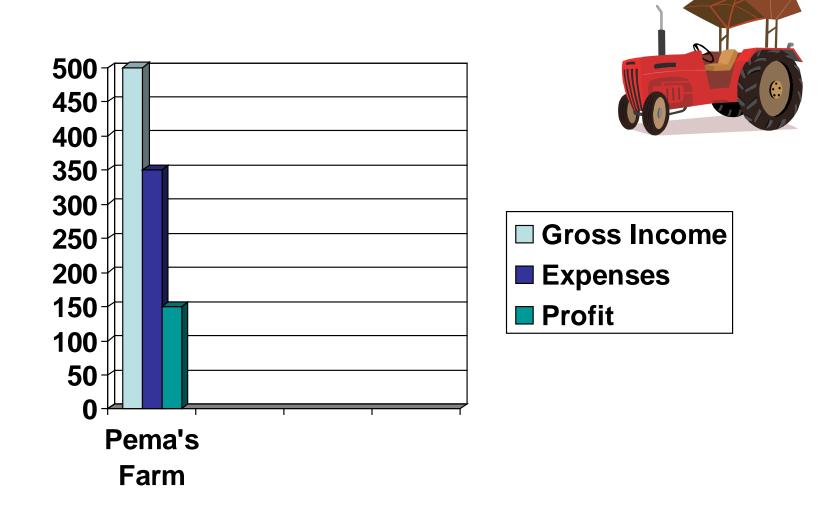








## Budgeting: Basic Concepts



### Remember Pema?



She's a farmer who wants to grow eggplants.



# Pema makes an agreement with her markets

 She talks to the produce buyer at City Market and they plan to purchase 500-1,000 pounds of eggplant from her.

 Pema signs up for a farmers market where she plans to sell 400-800lb of eggplant during the year.



## **Budgeting Expenses!**

WEEK: September 1 - 7, 2004
#15.00 \$13.00 \$30.00 INCOME TOTAL: \$48.00
#10.00 \$10.00 \$5.00 EXPENSES TOTAL: \$36.00
XPENSES TOTAL=: \$33.00
#8.00 \$3.00 \$11.00 EXPENSES TOTAL:

#### Business Plan Budget

#### 1<sup>st</sup> Year

	½ acre	1 acre
Harvest Yield, Eggplant	1,000lb	2,000lb
Unsellable	100lb	200lb
Total lb sold to City Market	500lb	1,000lb
Price per pound sale to City Market	\$1.50	\$1.50
Total lb sold at farmers market	400	800
Price per pound at Farmers market	\$2.50	\$2.50
Gross Income	\$1,750	\$3,500.00
Expenses	-\$1,050	- \$1,800
PROFIT:	\$700.00	\$1.700.00

### Question

Would you be happy with this profit?
 Would you a start the business?

## Staying on Budget

- If you do start your business, you'll need to stay on budget
- You'll also need to keep track of your expenses for your own, as well as tax records.



## **Expenses Budget to Actual**

111 111/19	Date Spending	<b>Budgeted</b>	Amount Left
Water	\$(125.80)	\$160.00	\$34.20
Compost	\$(39.26)	\$140.00	\$100.74
Hay	<b>\$</b> -	\$10.00	\$10.00
Pest control	\$(30.26)	\$50.00	\$19.74
Twine	\$(36.43)	\$20.00	\$(16.43)
Stakes	\$(69.40)	\$50.00	\$(19.40)
Lock	\$-	\$16.00	\$16.00
Seeds	\$(973.88)	\$1,065.00	\$91.12
Packaging	\$(169.75)	\$285.84	\$116.09
Farmers market fees	\$(288.66)	\$286.66	<b>\$</b> -
	\$47.88	225500000000	総
	\$(47.88)		v

**Totals** 

\$(1,713.44)

\$2,083.50

\$370.06

# Keeping records of your expenses

- Enter expense amounts into your budget to actual table.
- Keep receipts