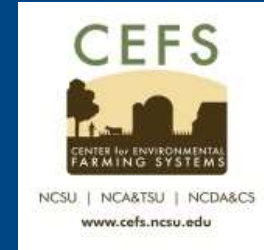


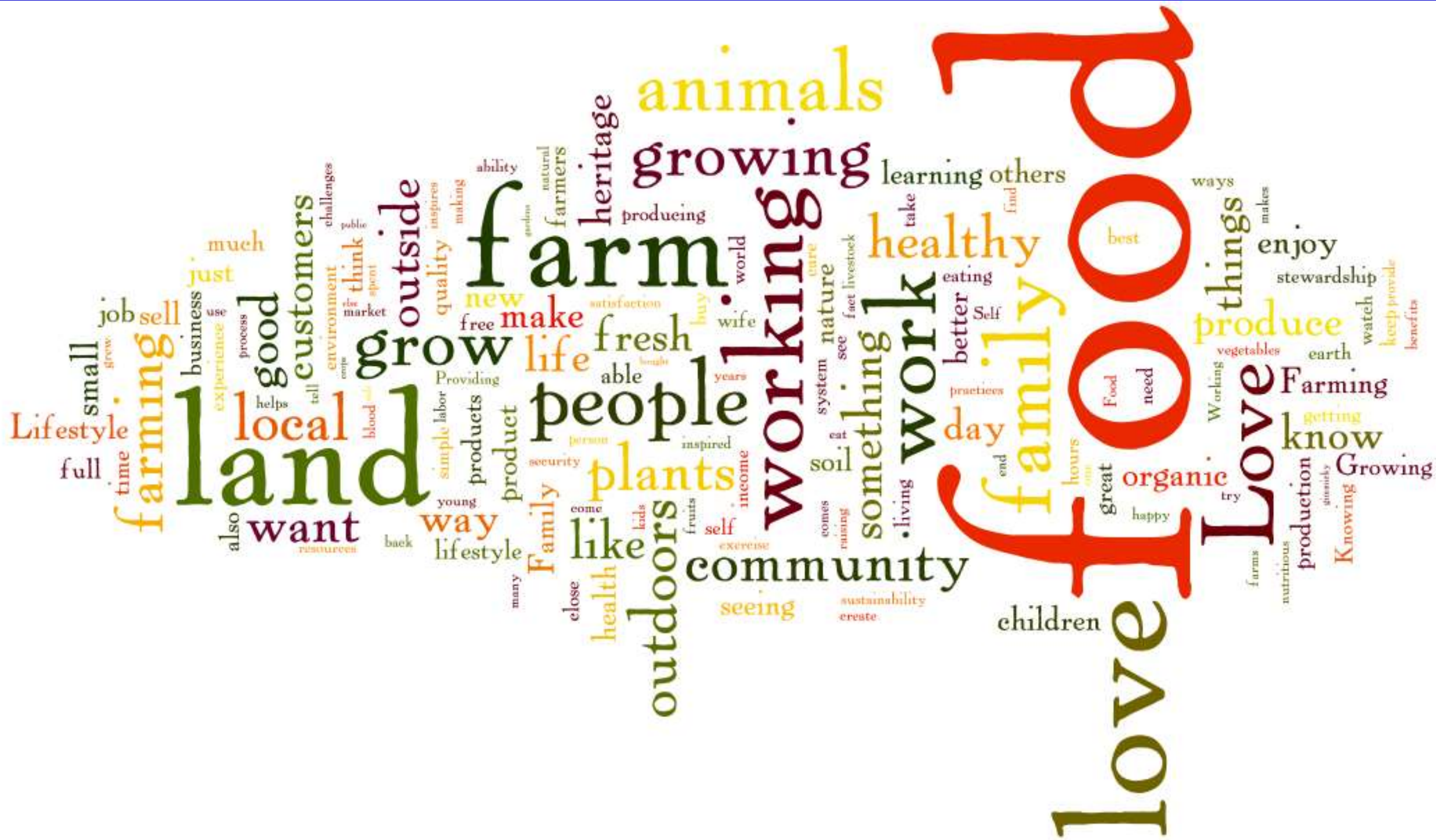
# Program Evaluation

NIFTI    Durham NC    October 8, 2015

**Dr. Noah Ranells, Small Farm Unit Coordinator**  
**Center for Environmental Farming Systems**  
**Cooperative Extension Program**



**North Carolina Agricultural and Technical State University**



# Whole Farm Planning





An aerial photograph showing a wide river with a sharp bend. The riverbanks are lined with dense green trees. On the inner bank, there are several large, rectangular agricultural fields. Some fields are a vibrant green, while others are a light brown/tan color, suggesting different crops or stages of growth. In the upper right corner, a small farmstead is visible, featuring several white buildings with dark roofs and a few smaller outbuildings. A dirt road or path leads to the farm. The overall scene depicts a rural landscape where land use is being managed in relation to the river.

**What you can measure,  
You can manage**

# Internal Evaluation

(Participants, Staff, Management, Board)

Meeting Goals of Organization?  
Efficiency / Effectiveness / Stewardship

What metrics to use?

Enrollment trends

# Internal Evaluation

(Participants, Staff, Management, Board)

Opportunities for expansion?

How many new farmers?

How many acres in working landscapes?

Value (\$) of products produced?

# Internal Evaluation

(Participants, Staff, Management, Board)

ARE WE FISCALLY SOUND?

Fault Lines Appearing / Remedies Available

Staff burnout meter readings

# External Evaluation

(Funders, Community Stakeholders, Public)

Qualitative

Local opinion

View from the road

Quantitative

Activities, Outcomes, Impacts

Leverage resources

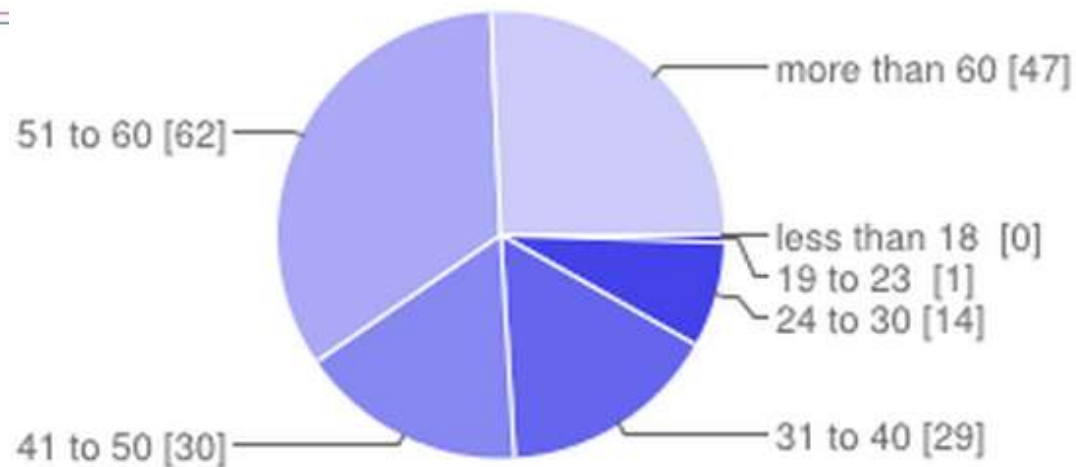


# Evaluations

Benchmarking / Baseline

Pre- and Post-event assessments

Farmer / Alumni surveys



less than 18 years old	0	0%
19 to 23	1	1%
24 to 30	14	8%
31 to 40	29	16%
41 to 50	30	16%
51 to 60	62	34%
more than 60 years old	47	26%

	Women	Men
African American / Black	3	3
American Indian / Alaskan Native	1	3
Asian	2	2
Caucasian / White	72	98
Latino / Hispanic / Spanish	2	1
Native Hawaiian / Pacific Islander	1	1



# Training Formats

	Less Beneficial	Beneficial	More Beneficial
<b>Farmer Led</b>	-	-	<b>53</b>
<b>Include Farmer Presenter</b>	-	-	<b>55</b>
Ag Professional Led	-	55	-
<b>On Farm</b>	-	-	<b>64</b>
Classroom Based	-	56	-
On-line Extension Pubs	-	54	-
Books on Farming	-	49	-



# Challenges to New Farmers

	Agree	Disagree
<b>Post Harvest Skills</b>	-	<b>65</b>
Capital and Credit	64	-
<b>Entrepreneurial Skills</b>	-	<b>56</b>
<b>Buyers</b>	-	<b>54</b>
Land	52	-
Business Skills	51	-
Production Skills	50	50
Marketing Skills	50	50



# Most appealing new farmer training:

Seasonal paid internship on a farm; 20+ hrs/wk for 2+ months	<b>9</b>	5%
Seasonal paid internship on a farm; 40+ hrs/wk for 2+ months	<b>2</b>	1%
Seasonal paid internship on a farm; 40+ hrs/wk for 6+ months	<b>17</b>	9%
Seasonal paid internship on a farm; 20+ hrs/wk for 6+ months	<b>11</b>	6%
Occasional labor	<b>5</b>	3%
Self-selected Workshops	<b>97</b>	53%
Incubator Farm curriculum	<b>7</b>	4%
Formal degree program (e.g. community college)	<b>9</b>	5%
On-line/ Internet-based training modules	<b>26</b>	14%





# Evaluate or Report

- **Existing tools**

- NIFTI
- Farm Profitability
- USDA Ag Census

- **Planning evaluation**

- Required component!
- Proportional and relative impact
- Snapshot
- Benchmark
- Impacts over time





## Popular Topics

- > 2012 Census Results
- > Frequently Asked Questions
- > Infographics
- > State and County Data
- > Desktop Query Tool
- > Historical Census Data
- > Partner Tools

>>> More...



Email updates: National | State | News

- QUICK STATS
- DESKTOP DATA QUERY TOOL
- AG ATLAS MAPS
- API



## DATA SEARCH TOOLS

LEARN MORE

## New Census Data Tools Coming

Learn about tools that will allow you to analyze and mine 2012 Census of Agriculture data.

5/5 << || >>

### Headlines

- STATEMENT: Statement from Agriculture Secretary Tom Vilsack on Updated 2012 Census of Agriculture Data
- 2012 Census of Agriculture Reveals New Trends in Farming
- MEDIA ADVISORY: USDA to Release Final 2012 Census of Agriculture Results on May 2
- New Agriculture Census Data Coming May 2
- BLOG: A Census Story from Benton County, Mississippi
- SECRETARY'S COLUMN: Census of Agriculture Potential in Rural America

### Latest Tweets

### Data Search Tools

- Quick Stats
- Quick Stats Tutorial
- Desktop Data Query Tool
- Ag Atlas Maps

### Find Data By

- Congressional District
- Historical Census Year
- Race, Ethnicity & Gender
- State & County
- Topic



Respond Online



Confidentiality and Security



Special Census Studies



Highlights



Quick Stats



Ag Atlas Maps

**GET THE 2012 AG CENSUS DATA**

>>> More



# 2007 CENSUS OF AGRICULTURE

## County Profile

### Moore County – North Carolina

Ranked items among the 100 state counties and 3,079 U.S. counties, 2007

Item	Quantity	State Rank	Universe <sup>1</sup>	U.S. Rank	Universe <sup>1</sup>
<b>MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD (\$1,000)</b>					
Total value of agricultural products sold	138,597	22	100	602	3,076
Value of crops including nursery and greenhouse	18,381	51	100	1,507	3,072
Value of livestock, poultry, and their products	120,216	17	99	289	3,089
<b>VALUE OF SALES BY COMMODITY GROUP (\$1,000)</b>					
Grains, oilseeds, dry beans, and dry peas	1,089	85	99	1,964	2,933
Tobacco	4,777	34	77	73	437
Cotton and cottonseed	-	-	53	-	626
Vegetables, melons, potatoes, and sweet potatoes	467	67	99	1,103	2,796
Fruits, tree nuts, and berries	(D)	(D)	98	(D)	2,659
Nursery, greenhouse, floriculture, and sod	11,052	14	95	271	2,703
Cut Christmas trees and short rotation woody crops	(D)	17	53	(D)	1,710
Other crops and hay	465	50	100	2,306	3,054
Poultry and eggs	108,166	11	99	92	3,020
Cattle and calves	1,820	44	98	2,355	3,054
Milk and other dairy products from cows	36	48	62	2,159	2,493
Hogs and pigs	9,263	30	89	389	2,922
Sheep, goats, and their products	77	29	98	1,313	2,998
Horses, ponies, mules, burros, and donkeys	825	3	96	266	3,034
Aquaculture	-	-	60	-	1,498
Other animals and other animal products	28	27	91	1,621	2,875
<b>TOP CROP ITEMS (acres)</b>					
Forage - land used for all hay and haylage, grass silage, and greenchop	6,195	42	100	2,127	3,060
Soybeans for beans	4,741	60	90	1,201	2,039
Corn for grain	1,712	63	99	1,735	2,634
Tobacco	1,433	36	77	74	437
Wheat for grain, all	1,088	64	84	1,600	2,481
<b>TOP LIVESTOCK INVENTORY ITEMS (number)</b>					
Broilers and other meat-type chickens	6,808,147	8	75	77	2,476
Quail	(D)	3	52	14	1,386
Hogs and pigs	45,599	30	93	324	2,958
Layers	21,363	45	99	629	3,034
Turkeys	(D)	23	75	296	2,371

### Other County Highlights

Economic Characteristics	Quantity	Operator Characteristics	Quantity
Farms by value of sales:		Principal operators by primary occupation:	
Less than \$1,000	265	Farming	387
\$1,000 to \$2,499	114	Other	417
\$2,500 to \$4,999	105	Principal operators by sex:	
\$5,000 to \$9,999	79	Male	643
\$10,000 to \$19,999	53	Female	161
\$20,000 to \$24,999	6	Average age of principal operator (years)	
\$25,000 to \$39,999	19		56.6
\$40,000 to \$49,999	3	All operators by race <sup>5</sup> :	
\$50,000 to \$99,999	14	American Indian or Alaska Native	11
\$100,000 to \$249,999	29	Asian	-
\$250,000 to \$499,999	37	Black or African American	3
\$500,000 or more	80	Native Hawaiian or Other Pacific Islander	-
Total farm production expenses (\$1,000)	107,788	White	1,144
Average per farm (\$)	134,065	More than one race	3
Net cash farm income of operation (\$1,000)	34,243	All operators of Spanish, Hispanic, or Latino Origin <sup>6</sup>	
Average per farm (\$)	42,590		-

# County Profiles

# USDA Agriculture Census 2012



Table 2. **Market Value of Agricultural Products Sold Including Direct Sales: 2012 and 2007** (continued)

[For meaning of abbreviations and symbols, see introductory text.]

Item	North Carolina	Alamance	Alexander	Alleghany	Anson	Ashe	Avery
Total sales (see text) - Con.							
Value of sales by commodity or commodity group - Con.							
Crops, including nursery and greenhouse crops - Con.							
Tobacco .....farms, 2012	1,681	23	5	7	-	12	4
2007	2,622	37	3	32	-	34	4
\$1,000, 2012	732,772	3,873	3,207	(D)	-	321	30
2007	549,636	3,572	(D)	(D)	-	306	54
Cotton and cottonseed .....farms, 2012	1,430	-	1	1	10	-	-
2007	1,305	-	-	-	11	-	-
\$1,000, 2012	403,366	-	(D)	(D)	1,329	-	-
2007	211,129	-	-	-	651	-	-
Vegetables, melons, potatoes, and sweet potatoes .....farms, 2012	3,304	56	13	23	16	70	29
2007	3,745	71	17	11	12	71	18
\$1,000, 2012	434,974	492	887	4,234	164	813	340
2007	333,939	949	771	(D)	(D)	374	122
Fruits, tree nuts, and berries .....farms, 2012	2,151	32	27	8	8	30	13

## NC Direct to Consumer Sales for Human Consumption

2007      2012      % Increase

Farms      3,712      4,475      21%

Sales      \$29.1m      \$31.8m      9%



# Economic Development Potential

Average household spends \$4,010 per year per person on food (USDA ARS) with half spent in the home.

If just 10% of the \$4,010 was spent on Local Foods (~\$1 / person / day)

...With 8,8000,000 people in the state (US Census, 2006), local food sales would total \$3.5 billion.

This all translates to economic development and jobs.  
And... then there is the multiplier effect:

# Multiplier effect:

How many times a dollar cycles through a locale

- For an area where large farms prevail (the multiplier effect is 1.4 (ISU data))
- For an area where small farms prevail (assuming more local markets) the multiplier effect is 2.6 (UW data)
- Local businesses are more likely to use local suppliers..(and labor, and utilities, and taxes...).

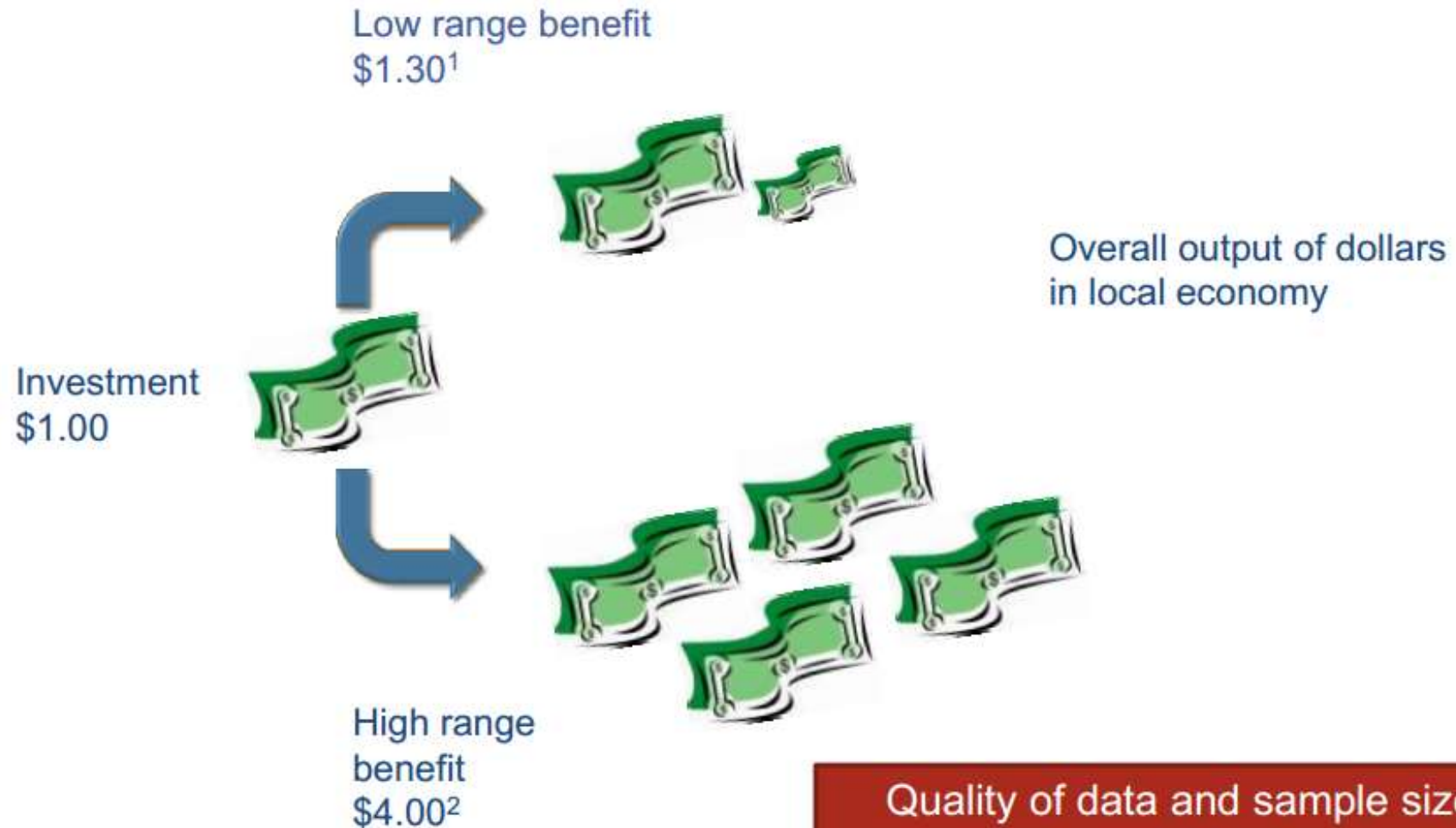
# Multiplier effect:

For every \$100 spent at your.....

- **Average grocery store**                      **\$25 re-spent locally**
- **Local Food Economy grocery**            **\$52 re-spent locally**
- **Farmers market**                              **\$62 re-spent locally**
- **Average restaurant**                        **\$31 re-spent locally**
- **Local Food Economy restaurant**    **\$79 re-spent**

# Overall Multiplier Effect of Local Foods Investment

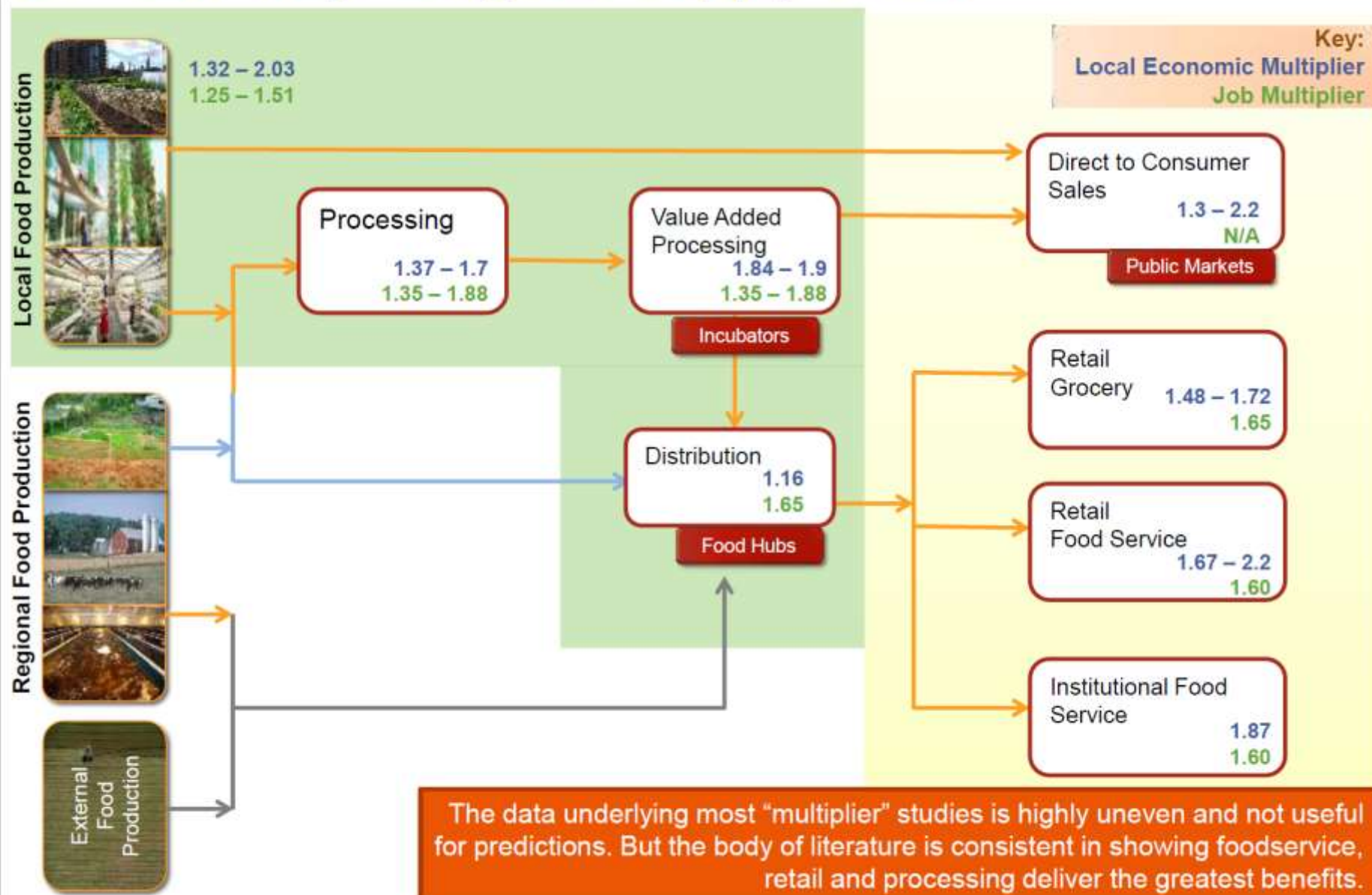
(Dollar of Benefit/Output Per Dollar Invested)



Quality of data and sample size  
uneven, not useful for forecasting



# Benefits Vary Along the Supply Chain



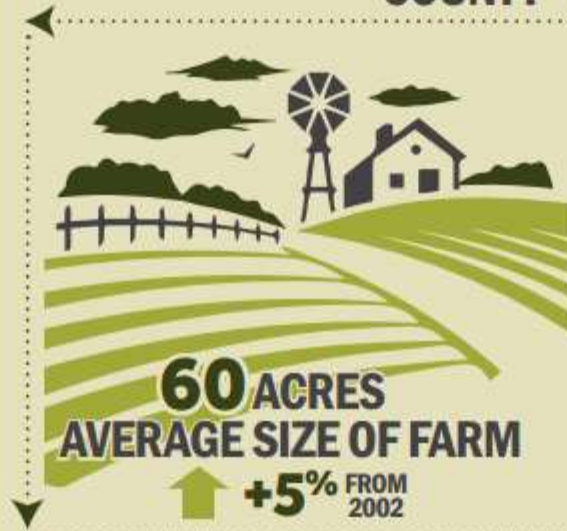


# Guilford County

TITLE OF INFOGRAPHIC



**45,979**  
ACRES  
OF  
FARMS  
IN  
GUILFORD  
COUNTY

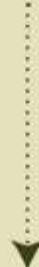
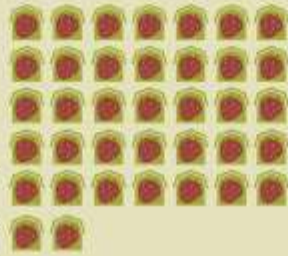


**\$119,000**  
GROSS REVENUE  
FROM  
AGRITOURISM &  
RECREATIONAL  
ACTIVITY  
↑ +2875% FROM  
2002

**19** FARMS WITH  
AGRITOURISM &  
RECREATIONAL  
ACTIVITY



**125**  
**FRUIT**  
**NUT**  
**BERRY**  
**FARMS**



**125**  
**VEGETABLE,**  
**MELON,**  
**POTATO**  
**FARMS**

**\$XXX**

**SALES**  
**FRUIT**  
**NUT**  
**BERRY**  
**FARMS**



**\$XXX**

**SALES**  
**VEGETABLE,**  
**MELON,**  
**POTATO**  
**FARMS**



**XX,XXX**

**ACRES**  
**HARVESTED**







## Food Environment Atlas

### Overview

[Go to the Atlas](#)

[About the Atlas](#)

[Data Access and Documentation](#)  
[Downloads](#)

### Related Topics

[Child Nutrition Programs](#)

[Diet Quality & Nutrition](#)

[Education, Information & Labeling](#)

[Food & Nutrition Assistance Research](#)

[Food Access](#)

[Food Consumption & Demand](#)

[Food Prices, Expenditures & Costs](#)

[Food Security in the U.S.](#)

[Food Service Industry](#)

[Fruit & Tree Nuts](#)

[Local Foods](#)

[Obesity](#)



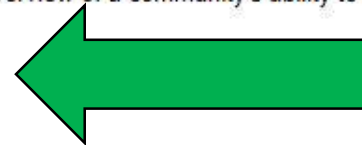
### Overview

Food environment factors--such as store/restaurant proximity, food prices, food and nutrition assistance programs, and community characteristics--interact to influence food choices and diet quality. Research is beginning to document the complexity of these interactions, but more is needed to identify causal relationships and effective policy interventions.

The objectives of the Atlas are:

- to assemble statistics on food environment indicators to stimulate research on the determinants of food choices and diet quality, and
- to provide a spatial overview of a community's ability to access healthy food and its success in doing so.

[Enter the Map](#)



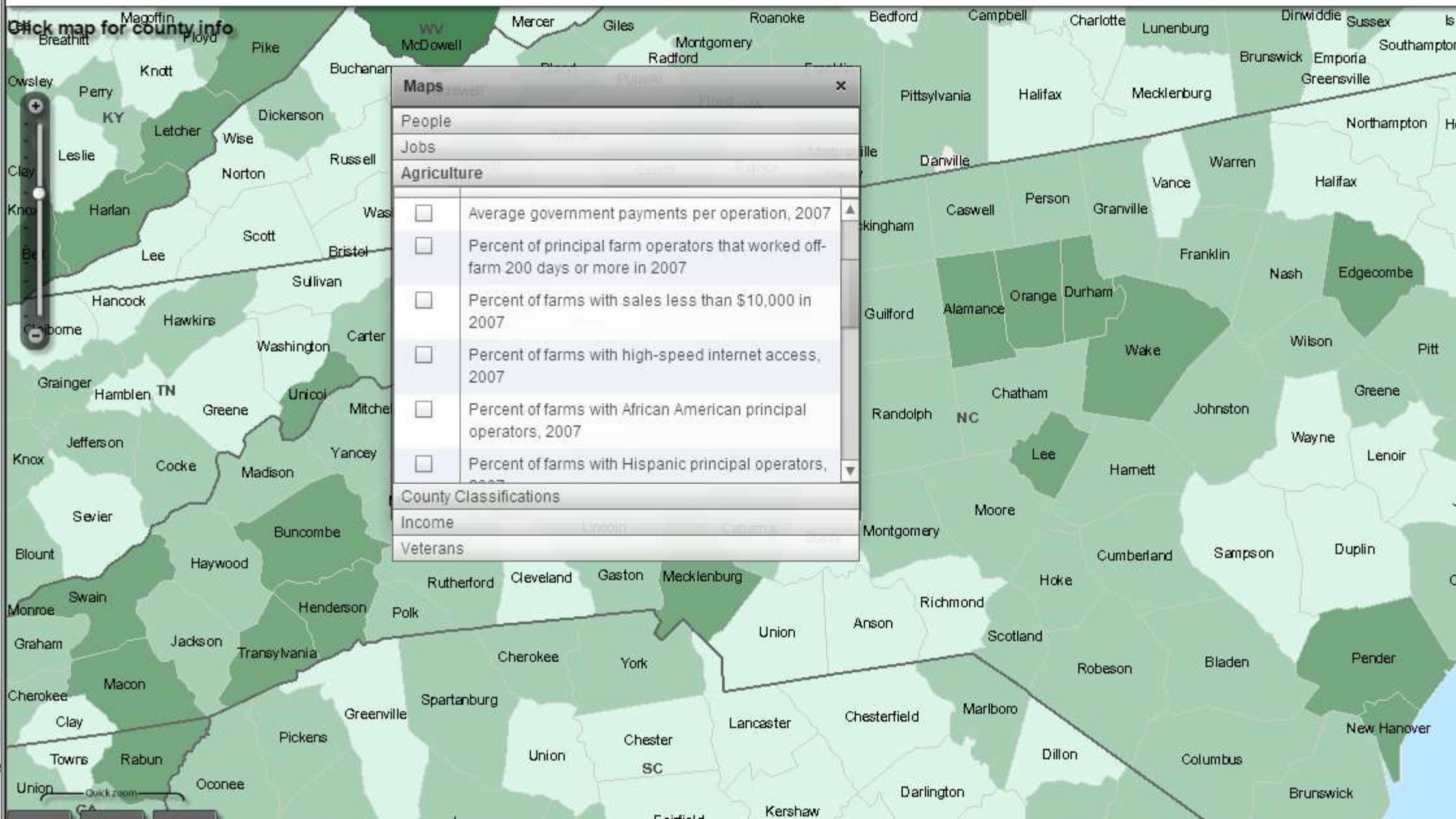
Category: Agriculture

Current Map: Percent of farms with direct sales for human consumption, 2007

Display a different map

☐ Hide metro counties

Click map for county info



Maps

People

Jobs

Agriculture

- ☐ Average government payments per operation, 2007
- ☐ Percent of principal farm operators that worked off-farm 200 days or more in 2007
- ☐ Percent of farms with sales less than \$10,000 in 2007
- ☐ Percent of farms with high-speed internet access, 2007
- ☐ Percent of farms with African American principal operators, 2007
- ☐ Percent of farms with Hispanic principal operators, 2007

County Classifications

Income

Veterans









# **Metrics and Evaluation for Farm Incubators**

**A supplement to the Farm  
Incubator Toolkit**

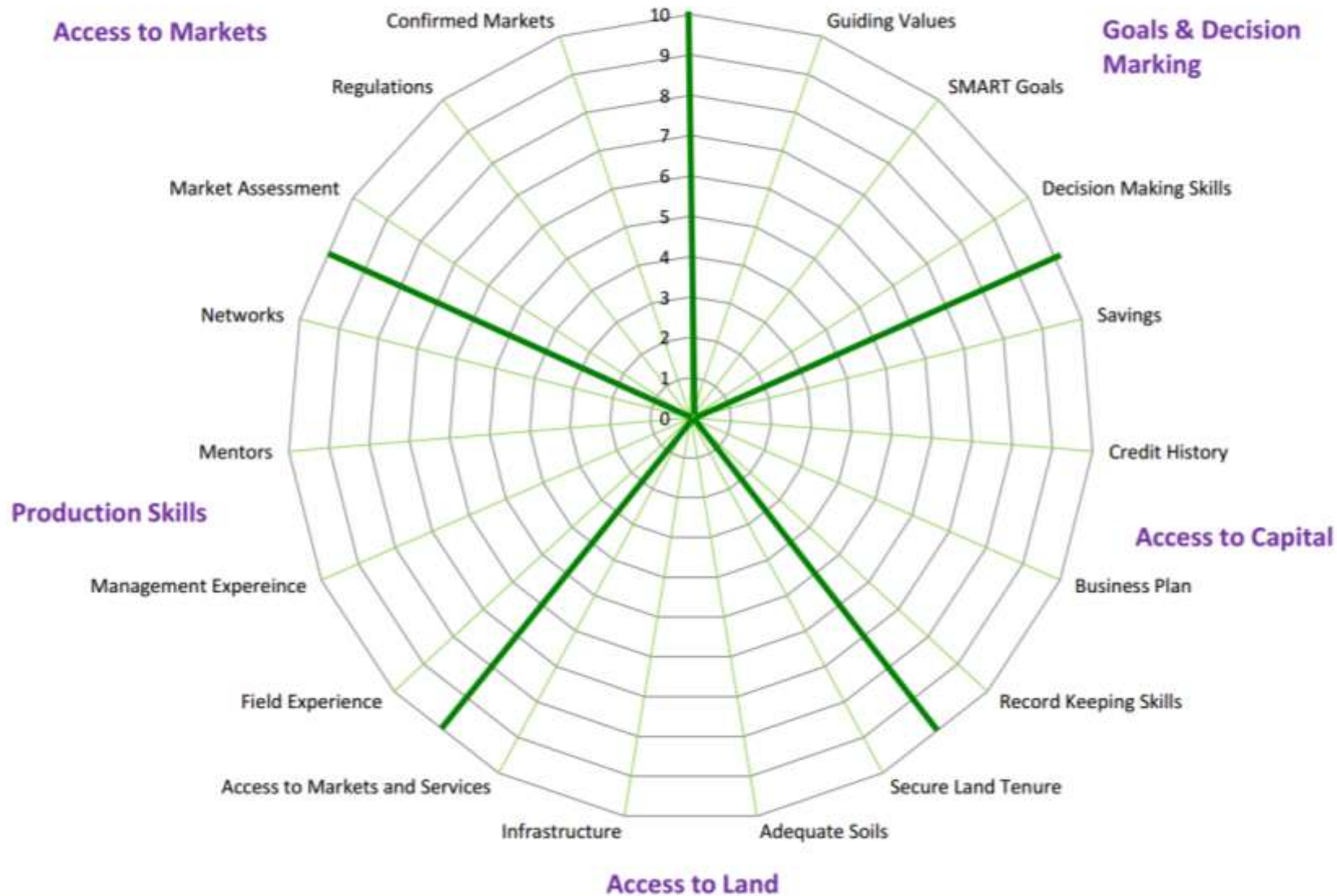


# Appendices

1. Glossary
2. Evaluation Plan Basics
3. Incubator Indicators
4. Assessment Tools
  - UVM Web Assessment
  - New Entry Farm Business Planning
5. Annual Surveys
  - Intervale Farm Report
  - Intervale Self Evaluation
  - NASAP Self-Sufficiency Matrix
  - New Entry Business Plan Update
  - New Entry Farm Financials
  - New Entry Graduate Farmer Survey
  - ALBA Annual Survey

	Soil Prep	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
	I prepare the soil by myself in the spring.	1	3				
	I prepare raised beds.	5	3				
	I can work a roto-tiller.	0	1				
	I can prepare soil by myself in the fall.	1	5				
	I add soil amendments by myself.	5	5				
	Transplants	2.4	3.4				
	I plant my seeds in the greenhouse at the right time.	3	3				
	I care for my seedlings by myself.	3	4				
	I plant my seedlings outside at the right time.	1	4				
	Farm Planning						
	I make a garden map.	1	1				
	I know what crops grow well in Kansas City.	3	4				
	I rotate my crops in my garden.	4	4				
	Pest Control						
	I can identify 3 major insect pests and can name the organic control used for each.	2	2				
	I successfully use organic	1	2				

# Farm Business Assessment



Below is a chart used to determine household income levels. For Intervale Center grant reporting, it is important to know how many farm workers and owners are considered low or moderate income.

# in Household*	1	2	3	4	5	6	7	8
EXTREMELY LOW INCOME (30% of median)	\$16,100	\$18,400	\$20,700	\$23,000	\$24,850	\$26,700	\$28,550	\$30,400
LOW INCOME (50% of median)	\$26,850	\$30,700	\$34,550	\$38,350	\$41,450	\$44,500	\$47,600	\$50,650
MODERATE INCOME (80% of median)	\$42,950	\$49,100	\$55,250	\$61,350	\$66,300	\$71,200	\$76,100	\$81,000

To the best of your knowledge, of all the owners on your farm, how many fall into the following categories?

Extremely low income? \_\_\_\_\_

Low income? \_\_\_\_\_

Moderate income? \_\_\_\_\_



## Comparing the original and revised typologies

Farm type	Operator's primary occupation <sup>1</sup>	Original typology	Revised typology
		<i>Farm size measured by gross farm sales</i>	<i>Farm size measured by GCFI</i>
<b>Small family farms<sup>2</sup></b>	Varies	Less than \$250,000	Less than \$350,000
Retirement farms	Retired	Less than \$250,000	Less than \$350,000
Off-farm occupation farms <sup>3</sup>	Nonfarm	Less than \$250,000	Less than \$350,000
Farm occupation farms:			
Low-sales	Farming	Less than \$100,000	Less than \$150,000
Moderate-sales <sup>4</sup>	Farming	\$100,000- \$249,999	\$150,000-\$349,999
<b>Midsized family farms<sup>2</sup></b>	Not a criterion	Category not used	\$350,000-\$999,999
<b>Large-scale family farms<sup>2</sup></b>	Not a criterion	\$250,000 or more	\$1,000,000 or more
Large farms	Not a criterion	\$250,000- \$500,000	\$1,000,000-\$4,999,999
Very large farms	Not a criterion	\$500,000 or more	\$5,000,000 or more
<b>Nonfamily farms<sup>2</sup></b>	Not a criterion	Not a criterion	Not a criterion

<sup>1</sup>Occupation at which the operator spent 50 percent or more of his or her work time.

<sup>2</sup>Family farms include any farm where the majority of the business is owned by the operator and individuals related to the operator. Nonfamily farms do not meet that criterion.

<sup>3</sup>Formerly residential/lifestyle farms.

<sup>4</sup>Formerly medium-sales farms.





FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

B11






	A	B	C	D	E	F	G	H	I
1		Start	Nov-07	Dec-07	TOTAL 2007	Jan-08	Feb-08	Mar-08	Apr-08
2									
3	CASH POSITION:								
4	Savings	25000							
5	Investors	0							
6	TOTAL BEGINNING CASH:	25000	25000	-162950		-162950	-167425	-169475	-171525
7									
8	CASH-IN:								
9	Sales								
10	Farmers Market								
11	# of customers					0	0	0	0
12	Avg sale per customer					0	0	0	0
13	Farmers Market Subtotal					0	0	0	0
14	Restaurants								
15	# of customers					0	0	0	0
16	Avg sale per customer					0	0	0	0
17	Restaurant Subtotal					0	0	0	0
18	Grocery								
19	# of customers					0	0	0	0

19	# of customers					0	0	0
20	Avg sale per customer					0	0	0
21	Grocery Subtotal					0	0	0
22	<b>Subscription</b>							
23	# of customers							
24	Avg sale per customer							
25	Subscription Subtotal					0	0	0
26	<b>Other cash-in</b>							
27	Long-term loan	0						
28	Short-term loan	0						
29	Off-farm Income				0			
30	Other							
31	<b>TOTAL CASH-IN:</b>	0	0	0	0	0	0	0
32								
33	<b>CASH-OUT:</b>							
34	<b>Capital Expenses</b>							
35	Land		75000		75000			
36	Housing		75000		75000			
37	Passive Solar Greenhouse		5000		5000			
38	Storage Sheds 1000 sq ft		5000		5000			
39	Irrigation Well & Pump		7000		7000			
40	Irrigation system		2500		2500			
41	Fencing		4000		4000			
42	Tractor (30-40 hp)		7500		7500			
43	Tools & Equipment		1700		1700			





https://www.agplan.umn.edu



The Agriculture, Fisheries and Small Business Planning Website




## What is AgPlan?

AgPlan helps rural business owners develop a business plan.  
Everyone can use AgPlan—for **FREE**.

- **Develop** your own business plan
- **Learn** what you need to include in your plan with Tips & Resources
- **View** Sample business plans for ideas
- **Share** your plan—print, download and work with your own Reviewers

Login

[Register](#)



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We are committed to

stepbysteptocreate....pptx Creating a Group C....pptx Google Forms for t....pptx NCLink\_080614.pdf Pricing the Beef Carc....pdf Show all downloads...

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<https://www.agplan.umn.edu/>

Farmland Seekers

Farmland Owners

Resources



## Connecting Farmers, Landowners and Service Providers in North Carolina









# What can we track?

Percent of Sales

Revenue Growth

Gross Markup

Gross Margin

Overhead

**Net Margin**

**Net Worth**

Safety

Environmental Compliance

Labor Hours

Labor Efficiency

Allocation of Duties

Comp/Benefits of Key Labor

Positions

Trends (with the business)

Per Share

Transaction

Per Acre

Expected financial performance of Retail Agriculture business models

\*\*Illustration of synthetic archetypes based on case studies

<http://www.ncagr.gov/localfood/documents/7-26-12/Matteson.pdf>

	Wholesale Vegetable	Retail Farm Market	CSA
Acreage owned	100	100	100
Acreage in Production	80	40	25
Typical Number of Customers	Fewer than 10 brokers	10,000 retail customers	750 shares
How products are sold	Wholesale, large quantities, by the box	Retail, small amounts, by the pound or piece	"share" per week for the season
Sales per transaction	Several thousand \$\$\$	\$20-30	\$300-600
Sales	100%	100%	100%
<u>Cost of Goods Sold (w/ labor)</u>	<u>76%</u>	<u>60%</u>	<u>65%</u>
Gross Margin	24%	40%	35%
<u>Overhead</u>	<u>20%</u>	<u>30%</u>	<u>15%</u>
Net Margin	4%	10%	15%
Number of crops grown	15-20	20-30	75-100
Working Capital borrowed	50% of crop	15% of crop	Less than 5% of crop
Gross Sales	\$640,000 (\$8,000/ac gross X 80 acres)	\$1,000,000 (10,000 customers avg sale \$25, 4x a year)	\$450,000 (750 shares at \$600)
Net Profit	\$26,000	\$100,000	\$67,500
Working Capital Cost	Interest from planting through harvest, (at least half a season)	Interest through part of season; steadier cash flow, not one big chunk	None, as shares are pre-paid
Inventory	None	Must maintain inventory of related products and sell seasonally	None

# Farm Profitability Resources

	Ease of Access	Cost	Future Support	Acreage Range
Veggie Compass <a href="http://www.veggiecompass.com/">www.veggiecompass.com/</a>	High	Free	Yes	Small to Medium scale
AgSquared <a href="http://www.agsquared.com/">www.agsquared.com/</a>	-	-	-	-
AgSquared	Low	\$99/year	Yes	Medium to large scale
AgSquared Plus	Low	\$299/year	Live tech support	
AgSquared Premier	Low	\$799/year	Dedicated account rep	
Efficiency Analysis Tool <a href="http://farmhack.net/home/">farmhack.net/home/</a>	Moderate	Free	Web resource, discussion board	Small to medium scale
Google Forms <a href="http://www.google.com">www.google.com</a>	Moderate	Free	Yes	Small to medium scale



# Farm Profitability Resources

	Computer Platform	Google Compatible	Data Storage	Import Data	Training
Veggie Compass	Desktop Tablet (Smartphone)	Yes	Local Cloud	No	Tutorial video
AgSquared	Desktop Tablet (Smartphone)	No	Cloud	Yes	Tutorial video
Efficiency Analysis Tool	Desktop Tablet (Smartphone)	Yes	Local Cloud	Yes	No
Google Forms	Desktop Tablet Smartphone	Yes	Local Cloud	Yes	Tutorial video





# Farm Profitability Resources

	Internet Required	Crop Planning	Data Collection Tool	Data Analysis
Veggie Compass	No	No	Not Really	Yes
AgSquared	Yes	Yes	Yes	Yes
Efficiency Analysis Tool	No	Yes	Yes	Yes
Google Forms	Yes	No	Yes	No



# Small Farm Info Log

Farmteam Member

Location

Enterprise

Date

Hay fed

Animal ID

Health

1 poor

2

3

4

5 great

BCS

☐☐☐☐☐

Date

Hay fed

Animal ID

Health

	1 poor	2	3	4	5 great
BCS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eyes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment

Submit

google.com/forms/d/1LM2kscnWT05oyTAvyeR-WEyKxSPmqSo554gD-g\_gelw/viewform

Google

myUW E P Radar mktfarm toolbox ATTRA d USSTube Kblog gmsqr VC

## 2014 Harvest Data

\* Required

Crop \*

Cherry Tomatoes

Beans

Carrots

Lettuce

Unit \*

- ☐ Lbs
- ☐ Bunches
- ☐ Count
- ☐ Pints

Submit

Never submit passwords through Google Forms.

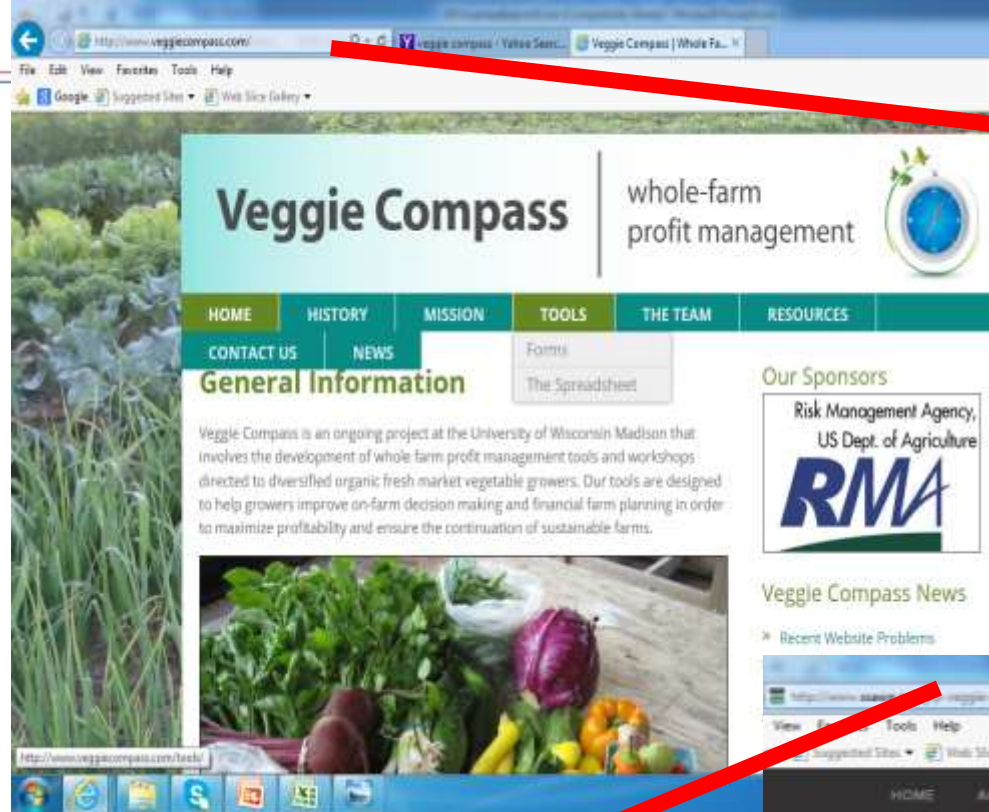
Powered by  
Google Drive

This content is neither created nor endorsed by Google.

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<https://www.youtube.com/watch?v=6AXO9vnoJns&feature=youtu.be>





<http://www.veggiecompass.com/>

<http://www.ssawg.org/gfp-veggie-compass/>



Veggie Compass: A Whole Farm Profit Management Tool



# Welcome to the College Farm!

## Guest users:

The FARMDATA users manual is available at:

<http://sourceforge.net/p/farmdata/wiki/Manual/>

As a guest user, you will be able to access all FARMDATA features (including administrative functionality), but you will not be able to enter or edit any data. Attempts to enter data or modify FARMDATA configuration will result in error messages.

FARMDATA is an open source project. If you would like to download and install FARMDATA on your own web server, see:

<http://sourceforge.net/projects/farmdata/>

Installation and configuration instructions are available at:

<http://sourceforge.net/p/farmdata/wiki/Home/>

To view a recording of a Webinar (hosted by Small Farm Central) that introduces FARMDATA, visit:

<http://memberassembler.com/hub/farmdata-webinar>

Harvest	Seed	Soil	Comments	Labor	Admin	Logout
Direct Seeding		Tray Seeding		Transplanting		Order
Input Form				Report		

Select Language ▼

## Direct Seeding Input Form

Date of Seeding:

October ▼

7 ▼

2015 ▼

Name of Field:

Field Name ▼

Crop:

Crop ▼

**Seed Code**

Bed Feet Seeded: ▼

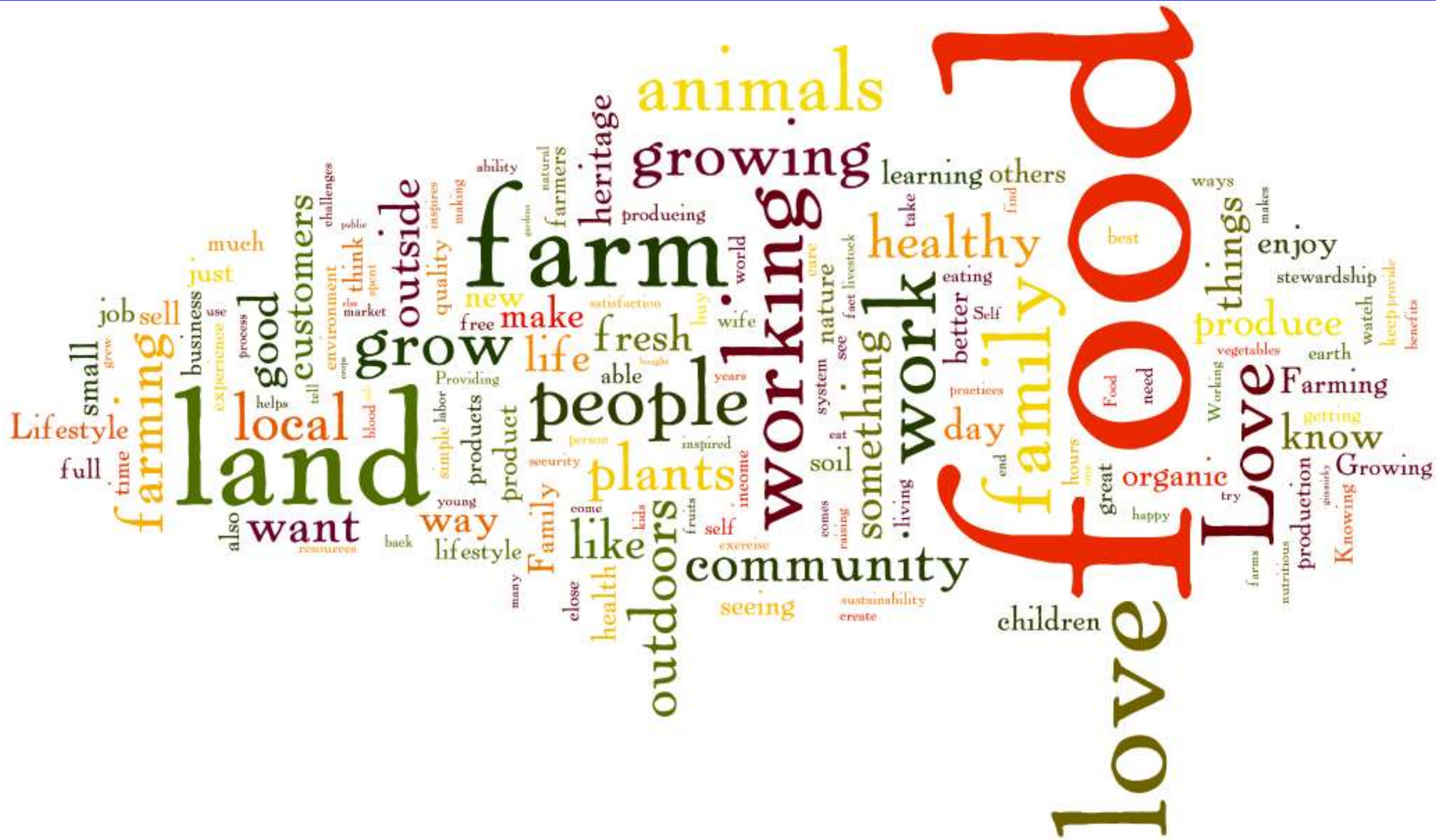
Add Variety

Remove Variety

Total number of Feet

0







Growing Farm Profits



Welcome Page

Veggie Compass

Recordkeeping

## Welcome to our Growing Farm Profits Online Course



[Video series](#)

[Recordkeeping spreadsheets](#)

[Documents](#) that farmers have told us they have found useful

[PowerPoint presentations](#)

**Farm** \_\_\_\_\_

**DATE** \_\_\_\_\_

## Labor hours rip sheet

### **CROP SPECIFIC ACTIVITY** (circle one)

Field Growing

Harvest & Packing

### **CROP** (circle one)

Bean	Beet	Broccoli	Cabbage
Carrot	Chard	Cuke	
Eggplant	Garlic	Kale/Collard	Leek
Lettuce	Melon	Onion	
Pea	Pepper	Potato	Radish
SaladMix	Scallion	Spinach	
SmSqsh	SwtCorn	Tomato	WinSqsh
Zucchini	Herb/Other	_____	

### **CROP SPECIFIC HOURS**

### **NOT CROP SPECIFIC ACTIVITY**

**Greenhouse Hours**

**Field Growing Hours**

**Harvest / Packing Hours**

<http://www.veggiecompass.com/tools/forms/>



# Labor hours rip sheet

Farm Name \_\_\_\_\_

Date

	Greenhouse Hours		
	Field Growing Hours	Harvest & Packing Hours	Notes
<b>Not Crop Specific:</b>			
Asparagus:			
Beans:			
Beet:			
Broccoli:			
Cabbage:			
Carrot:			
Cauliflower:			
Cucumber:			
Eggplant:			
Garlic:			
Herb:			
Kale/Collards:			
Leek:			
Lettuce:			



<b>Farmers Market Sales Chart</b>	
Date _____	Week # _____

<b>Farmers Market Sales Chart</b>	
Date _____	Week # _____

<b>Farmers Market Sales Chart</b>	
Date _____	Week # _____

[illegible]

<http://www.veggiecompass.com/wp-content/uploads/2012/01/Farmers-Market-Sales-Chart.pdf>





# CSA Box List

Date \_\_\_\_\_
Week # \_\_\_\_\_

**Week #** \_\_\_\_\_

[illegible]

<http://www.veggiecompass.com/wp-content/uploads/2012/01/Weekly-CSA-Box-Chart.pdf>

<b>Weekly Sales Report</b>	<b>Date</b> _____	<b>Week #</b> _____
----------------------------	-------------------	---------------------

Week # \_\_\_\_\_

[illegible]

<http://www.veggiecompass.com/wp-content/uploads/2012/01/Weekly-Sales-Chart.pdf>





Welcome Page

Veggie Compass

Recordkeeping

## Recordkeeping Samples and Templates



**Basic Recordkeeping** Download a zip file all the [basic recordkeeping files](#)

Expenses Record	<a href="#">Sample</a>	<a href="#">Template</a>		
Sales Record	<a href="#">Sample</a>	<a href="#">Template</a>		
Harvest Record	<a href="#">Sample</a>	<a href="#">Template</a>		
Planting Record	<a href="#">Sample</a>	<a href="#">Template</a>		
Activity Record	<a href="#">Sample</a>	<a href="#">Template</a>		
Timesheets	<a href="#">Sample</a>	<a href="#">Template</a>	<a href="#">Sample1</a>	<a href="#">Template1</a>
Equipment Owning / Operating Cost			<a href="#">Sample</a>	<a href="#">Template</a>
Schedule F Expenses to Cost Categories			<a href="#">Sample</a>	<a href="#">Template</a>



## Recordkeeping Samples and Templates

### Ag Decision Maker / Cost Record

Zip file of all [Ag Decision Maker files](#).

**Basil**

[Sample](#)

[Template](#)

**Carrots**

[Sample](#)

[Template](#)

**Cherry Tomatoes**

[Sample](#)

[Template](#)

**Eggplant**

[Sample](#)

[Template](#)

**Garlic**

[Sample](#)

[Template](#)

**Green Beans**

[Sample](#)

[Template](#)

**Heirloom Tomatoes**

[Sample](#)

[Template](#)

**Potatoes**

[Sample](#)

[Template](#)

**Raspberries**

[Sample](#)

[Template](#)

**Salad Greens**

[Sample](#)

[Template](#)

**Snow Peas**

[Sample](#)

[Template](#)

**Strawberries**

[Sample](#)

[Template](#)

**Sweet Potatoes**

[Sample](#)

[Template](#)

**Crop Cost**

[Sample](#)

[Template](#)

**Machinery**

[Sample](#)

[Template](#)

**Veggie Compass**

[Sample](#)

[Template](#)



## GFP Documents of Interest



## Documents of Interest



[The Basics of Using Excel](#)

[Cornell University Market Channels Study](#)

[University of Wisconsin Grower to Grower Study](#)

[Farm Credit Council CSA Benchmarks](#)



[ATTRA Organic Market Farm Documentation Forms](#)

[Iowa State University Breakeven Pricing, Revenue and Units](#)

[Iowa State University Breakeven Sales Volume Exercise](#)

[Roxbury Farm Harvest Instruction Manual 2012](#)



<http://www.ssawg.org/gfp-documents-of-interest>



## PowerPoint Presentations



[Managing Your Farm as a Business](#)

[Whole Farm Profit Management](#)

[Analyzing and Making Decisions with Veggie Compass](#)

[Using Individual Crop Budgets](#)

[Mechanizing to Improve Profits](#)

[Benchmarking: Making Adjustments Based on Comparisons](#)

[Discovering Prices: What Do Others Charge for Produce?](#)

[Setting Your Prices: Making Sure You Make a Profit](#)

[Managing Labor Costs](#)

[Pulling It All Together: Making Decisions for the Coming Season](#)

# Veggie Compass Whole Farm Profit Management System

*The Veggie Compass Whole Farm Profit Management system is the brainchild of Jim Munsch (WI). Working with staff from the University of Wisconsin, the first version of this system was developed. Working with staff from Southern Sustainable Agriculture Working Group, the original system has been edited to make a more user-friendly and dynamic Veggie Compass.*

**Please read the following to get a general overview and explanation of Veggie Compass.** A more detailed Users Guide follows on the second worksheet tab. The User manual is also available at [www.veggiecompass.com](http://www.veggiecompass.com)

Veggie Compass Whole Farm Profit Management is a robust system for providing you with a complete picture of the financial performance of the different vegetable crops you grow and the markets where you sell them. Six spreadsheets in this Excel file work together, as you input data, to provide you with a full financial picture of your crops and markets. As you enter data in the first three spreadsheets, calculations automatically occur in the next 3 spreadsheets to provide you with critical information about your farm profits...by crop and by market. The data you enter into this recordkeeping system is your year-end data. To accumulate the data needed for the Veggie Compass Whole Farm Profit Management system, you'll need to keep records elsewhere throughout the year (using your own spreadsheets, checkbook, or ledger)

Ready | Veggie Compass Intro | User Manual | STEP 1 Expenses Input | STEP 2 Sales Input | STEP 3 Production Input | Cost of Production by Crop | Sales Output | P & L By Market Channel | 14

# Farm Profit / Loss by Market Channel

	A	B	C	D	E	F	G	H
1	<b>Veggie Compass - Whole Farm Profit Management</b>	<b>Farm Profit &amp; Loss by Market Channel</b>						
2		<b>CSA</b>	<b>Farmer's Market</b>	<b>Wholesale</b>	<b>Stand</b>	<b>Total From On-Farm Production</b>	<b>Buy-Resell</b>	<b>Grand Total</b>
3	<b>Sales - by Market Channel</b>	\$39,000	\$210,490	\$91,100	\$26,610	\$367,200	\$29,370	\$396,570
4	Market Channel sales as % of Total sales	9.83%	53.08%	22.97%	6.71%	93%	7.41%	
5	All Production Expenses	\$20,681	\$109,184	\$58,706	\$14,501	\$203,072	\$16,280	\$219,352
6	Production Expense as % of Mkt Channel	53.03%	51.87%	64.44%	54.49%	55.30%	55.43%	55.31%
8	<b>Gross Profit</b>	\$18,319	\$101,306	\$32,394	\$12,109	\$164,128	\$13,090	\$177,218
9	Gross Profit as a % of Mkt Channel sales	46.97%	48.13%	35.56%	45.51%	44.70%	44.57%	44.69%
11	Market Channel Expenses	\$7,065	\$27,444	\$4,331	\$8,895	\$47,735	\$8,884	\$56,619
12	General Mgmt. & Admin. Expenses Allocated to Market Channel	\$9,431	\$50,899	\$22,029	\$6,435	\$88,793	\$7,102	\$95,895
14	<b>Total Market Channel plus General Mgmt &amp; Admin Expenses</b>	\$16,496	\$78,343	\$26,360	\$15,330	\$136,528	\$15,986	\$152,514
15	Total MC & GM Exp as % of Mkt Channel	42%	37%	29%	58%	37%	54.4%	38%
17	<b>NET PROFIT BY MARKET CHANNEL</b>	\$1,823	\$22,963	\$6,034	-\$3,220	\$27,600	-\$2,896	\$24,704
18	Net Profit as % of Mkt Channel Sales	5%	11%	7%	-12%	8%	-9.9%	6%
19	Net Profit as % of Total Net Profit	7%	93%	24%	-13%	112%	-11.7%	100%
21	<b>Non Operating Income</b>							
22	USDA Program Payments							\$0
23	Patronage Dividends							\$0
24	Interest Income							\$0
25	Other Income							\$12,000
26	<b>TOTAL NET PROFIT</b>							<b>\$36,704</b>





# Sales Output Factors

- Was I efficient during the season with labor?
- Should I rethink my sale price?
- Should I repackage/ rebrand my product?
- How can I reduce my input expense?
- Should I stop selling Broccoli or plant less?
- Should I change the season that I grow Broccoli?



# Discussion

Before dropping an unprofitable marketing channel a producer needs to ask themselves the following questions.

1. Can I make up sales through my other market channels?
2. Grow same crops but change market and price?
3. Adjust crop mix and growing area?
4. Drop crops grown for unprofitable market?
5. How can sales be increased to cover the general production cost?

