

Record Keeping & Business Planning

Jess Soulis - LSI's Global Greens



Global Greens

- 26 farmers at Global Greens farm
 - Burma, Bhutan, Burundi, Rwanda
 - 2 program levels
 - Beginning Market Farmers – 50' x 50' plot, fewer markets, less intensive record keeping
 - Advanced Market Farmers – ¼ acre plots (2 farmers have 2 plots), more market support, more intensive record keeping and business planning



Partnerships

- Partnerships are so important for us
- Practical Farmers of Iowa
 - Nonprofit led by farmers
 - Mission: to strengthen farms and communities through farmer-led investigation and information sharing
 - Beginning farmer programming
 - Adaptations to better serve farmers in our program



Practical Farmers of

Iowa

- Savings Incentive Program

- Farm mentor relationship
- Quarterly check-ins & 4 PFI events/year
- Business plan
- Saving at \$100/month → \$2,400 match



Practical Farmers of Iowa & The Farming Institute

- Collaborated to lead business planning workshops for Savings Incentive Program participants
- The Farming Institute
 - Summer, hands-on training program designed to equip new farmers with depth of farming discipline
- Led 2-day workshop at LSI for Global Greens farmers – invited mentors to attend and work with mentees



Business planning workshops

- Visioning – learned a lot about
 - Global Greens farmers' strengths
 - Unique challenges faced by Global Greens farmers
 - Setting goals in this way might be really unfamiliar
 - Need for context of agriculture in Iowa
- Need for holistic picture of farmers' lives



Goals

- Set goals that reflect this more holistic picture

Farm business

Family, work, &
community roles

Financial situation

Life skills,
strengths, & needs

Basic farming
skills

Business plan

- Modified requirements to align more with farmers' goals
- *Building a Sustainable Business* worksheets
 - Advisory Team
 - Farm Background
 - Mission
 - Vision
 - Goals (one-, two-, and five-year)
 - Markets – products, customers, competitors, price, promotion
 - Operations – resources, team, production systems
 - Finances – projected income statement, seasonal cash flow



Income and Expenses

- Monthly meetings
- Report on income and expenses using whatever form/system of record keeping is preferable for them
- Support them where they are, offer assistance, additional tools
 - Notebooks
 - Calendars
 - Mileage

Cash Flow

Cash Flow Actuals	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Income													
Valley Farm Stand-	-	-	-	100.00	256.00		260.00	-	-	-	-		921.00
Home sales-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmer Market-	-	-	-	-	550.00	-	220.00	-	-	-	-	-	770.00
WholeSale-	-	-	-	-	110.50	420.00	220.00	-	-	-	-	-	750.50
Iowa Food Coop-	-	-	-	101.50	499.00	788.25	445.50	245.00	-	-	-	-	2,079.25
LSI market-	-	-	-	80.00	280.00	380.00	460.00	50.00	-	-	-	-	1,250.00
Misc-	-	-	-	-	-	-	-	-	-	-	-	-	-
	=	=	=	=	=	=	=	=	=	=	=	=	=
							1893.25						5770.75
Total Cash Inflows	0	0	0	0	281.5	1695.5	5	1605.5	295	0	0	0	5
Operating Expenses and Cash outflows													
Program Fee500.00	-	-	-	-	-	-	-	-	-	-	-	-	500.00
Market Fee/supplies-	-	-	-	-	-	-	-	-	-	-	-	-	-
Seeds/Transplants65.00	-	-	-	309.70	-	-	-	-	-	-	-	-	374.70
Soil Prep/Amendment-	-	-	-	-	-	-	-	-	-	-	-	-	-
Production Supplies20.00	-	-	-	25.00	-	-	-	-	-	-	-	-	45.00
Labor/Contractor-	-	-	-	-	-	-	-	-	-	-	-	-	-
Equipment (Capital)-	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing-	-	-	-	15.23	74.85	118.23	66.83	36.75	-	-	-	-	311.89
Misc-	-	-	-	55.00	-	-	-	-	-	-	-	-	55.00
	=	=	=	=	=	=	=	=	=	=	=	=	=
Total Cash Outflows	585.00	-	-	404.93	74.85	118.23	66.83	36.75	-	-	-	-	1,286.59
Cash Balance	(585.00)	-	-	(123.43)	1,620.65	1,775.02	1,538.67	258.25	-	-	-	-	4484.16

Tax Prep









- Assist farmers at both levels with preparing farm income & expenses
 - Encourage them to file Schedule F
 - Accountant comes to office for tax appointments
- Last year – modified Schedule F to only include relevant lines
- This year – further modified to make it more useful for ongoing record keeping and for learning



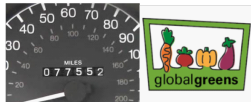


Tax Prep Form

	Income	Money earned during 2015
	Sales at LSI Global Greens Farmers' Market	\$
	Sales at other markets – Valley Church, Downtown, Multicultural Market	\$
	Sales at Iowa Food Coop	\$
	Sales to neighbors, home sales	\$
	Sales to food boxes, restaurants, wholesale	\$
\$\$	Other sales	\$

	Expenses	Money spent during 2015
	Organic sprays	\$
	Fertilizers and compost	\$
	Labor hired	\$
	Equipment/machinery rental	\$
	Seeds and transplants	\$
	Market supplies – tent, tables, bags, containers, rubber bands	\$

Tax Prep Form

	Expenses	Money spent during 2015
	Production supplies - trellis materials, tomato cages, straw, hoses, irrigation supplies, weed fabric, row cover	\$
	Seed starting supplies - soil, cells, pots	\$
\$\$	Other supplies	\$
	Program Fee	\$
	Iowa Food Coop fees	\$
	Farmers' market fees	\$
	Tools and gloves	\$
	PFI conference, other conferences	\$

	Vehicle Information	Fill this out for each car you use for your farm business
	Description of vehicle	
	Total miles driven for farm business in 2015	
	Total miles driven to and from work in 2015	
	Total other miles driven in 2015	

Thank you!



Farmer Record Keeping and Business Planning

Katie Painter

Global Gardens, Boise ID



GLOBAL
GARDENS

Global Gardens Program Overview



- Audiences include Refugees and Native Americans.
- English Literacy often low.
- Multiple marketing venues make it hard for staff to always assist with records.

Why keep farmer records?

- Know farm income and make informed decisions about whether to continue farming, how much to spend on inputs, where to market products, etc.
- Accurately pay taxes
- Meet health department requirements
- Know what was planted and when
- Tell customers what you have or will have available for sale

Record keeping goals for our farmers





- Write down gross income at the end of each farmers' market.
- Write down temperature of coolers holding greens at each farmers' market.
- Write down farm expenses and/or retain receipts.
- Know what varieties and quantities of vegetables you have available.

Form Method

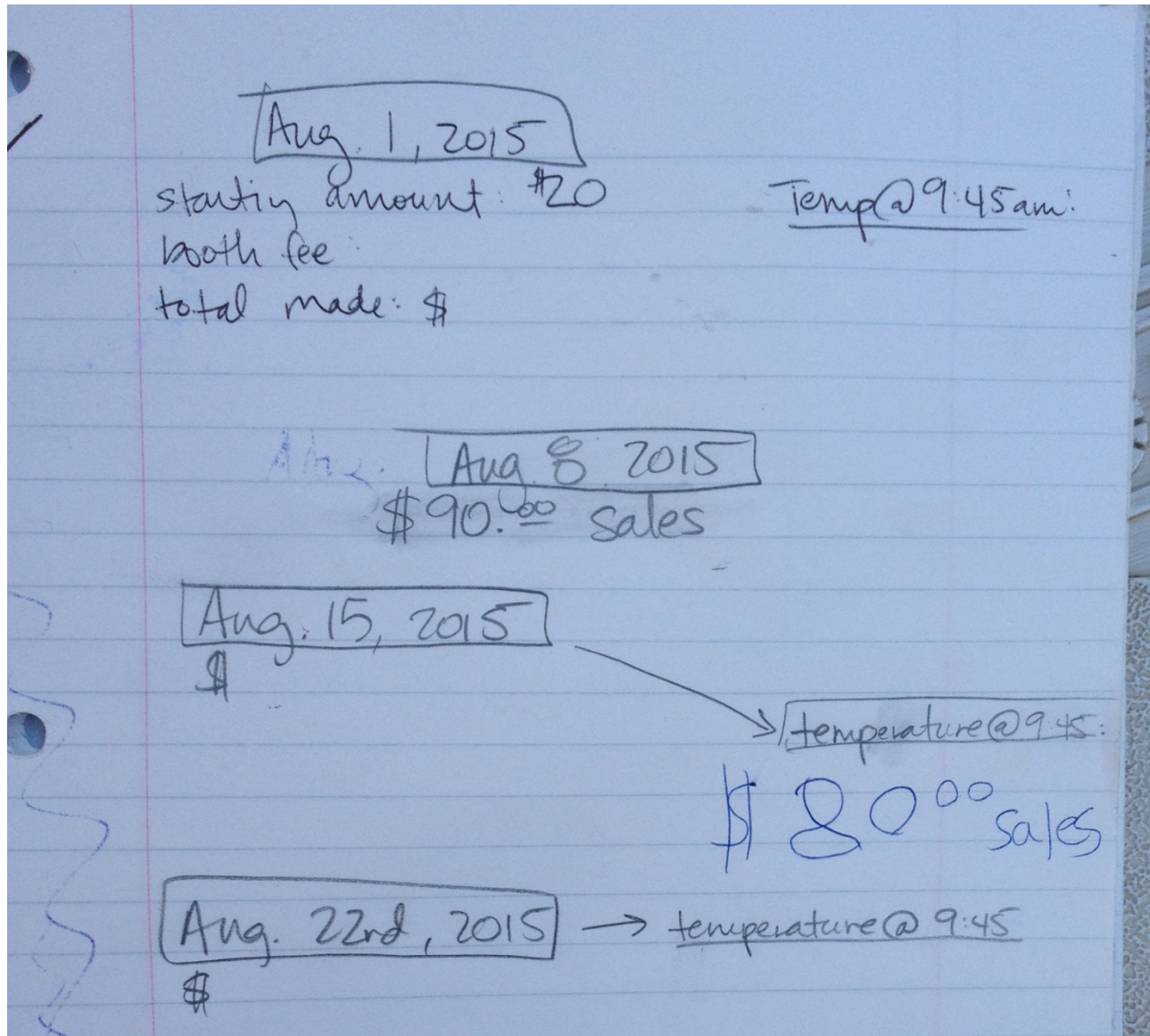
Income (kipato)

Name:

Year:

Date	 Farmers Market	 Wholesale	 CSA	
Example: 3/2	158.30			

Notebook Method



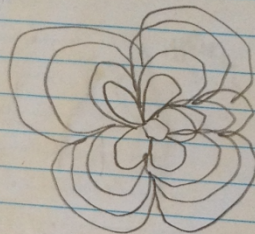
Indikabur chimwaga

5/31/15

Chimwaga Six Farm

7:30 Am
38

- 1 PURPLE POTATO 10 ✓
- 2 DINO KALE 12-15 ✓
- 3 CARROTS 10 14 ✓
- 4 BEET 10 16 ✓
- 5 GREEN CABBAGE 10 14 ✓
- 6 SWISS CHARD 6 ✓
- 7 BASIN 4
- 8 REO PLANT 4 ✓
- 9
- 10



Sold

\$9

\$4

\$2

\$1.5

\$4.5

\$2

\$1.5

\$5.5

\$4

\$4

\$51.50 → total sold
for 14th of July
7/14/15

Abelica

Chimwaga

Chimwaga

Chimwaga

Chimwaga

Chimwaga

What if farmers don't keep records?






- How much did you make on your highest market day?
- How much did you make on your lowest market day?
- How many weeks at market?

Farmer expenses

- Program fee - \$300
- Seeds - \$200 (we have a record of this)
- Packaging supplies – \$100
- Ice - \$400
- Gas - \$350 (could estimate depending on where farmer lives)
- Market Fees \$925 (for 20 market weeks)
- Misc. tools and supplies - \$200
- Total - \$2475

Vegetable Varieties

Stupice (small, early to ripen)		Snake River Seeds	\$3.00 30 seeds	
Super Sioux (larger and later to ripen)		Snake River Seeds	\$3.00 30 seeds	
Boxcar Willie (larger and later to ripen)		Snake River Seeds	\$3.00 30 seeds	
Pink Brandywine		Fedco	\$1.40 60 seeds 0.2 grams	\$2.40 120 seeds 0.4 grams
Black Krim		Fedco	\$1.40 60 seeds 0.2 grams	\$2.40 120 seeds 0.4 grams
Hillbilly		Snake River Seeds	\$3.00 30 seeds	

Business planning and goal setting

1. Reach a point where farming can be his primary source of income. He would like to receive more in field technical assistance and more assistance and training at the market so he can continue to make more money every season and gain experience.
2. Focus on a few crops he grows well as cash crops for his farm, specifically more kale and beets. Also learn more about the rotation of these crops, storage, and washing in order to make an even higher quality product.
3. Be more aware of when his field would be watered. Next year he wants to time his tilling/seeding better with when his field will be watered to be more productive and waste less time.