



**SOUTHERN
EXTENSION
RISK MANAGEMENT
EDUCATION**

CENTER FOR
PROFITABLE AGRICULTURE
UTEXTENSION
INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE

Record Keeping Tools for Small Fruit and Vegetable Farms

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Why keep farm records?

The first step to **profitability** is **good recordkeeping**. Records give you the information you need to make sound business management decisions.

What is profit?

$$\text{Revenue} - (\text{Fixed} + \text{Variable Expenses}) = \text{Profit}$$

Why keep farm records? Benefits of record keeping.....

- To determine farm profitability (or lack of).
- To measure farm production and financial performance.
- To determine breakeven prices, showing which crops were winners and losers.
- To determine which market channels are providing acceptable returns.
- To make sound business management decisions.
- To prepare accurate income tax returns.
- To provide some peace of mind.

Record keeping options.....

- Paper
- Excel spreadsheets
- Software

Excel spreadsheets.....

<http://www.ssawg.org/gfp-recordkeeping>

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	FARM EXPENSES RECORD SAMPLE												
2	Date	Check # or Credit Card	Seeds & Plants	Fertility	Greenhouse Supplies	Farm Supplies	Repairs & Maint	Fuel	Rent & Fees	Utilities	Misc	Total Amount	Comments
3	12/1/2005	VISA	532.09			309.20						841.29	Johnnys - seeds & wheelhoe
4													
5	12/12/2005	#1456					189.76					189.76	Joe Brown - hydraulic arm repair
6													
7	12/12/2005	#1457		125.00							20.00	145.00	Larry Jones - chicken litter & bluebird houses
8	12/20/2005	VISA	4.12	22.78	14.72	28.14					12.18	81.94	Lowe's - sunflower seeds, cow manure, watering wand, shovel, & gloves
9													
10	TOTAL		536.21	147.78	14.72	337.34	189.76	0.00	0.00	0.00	32.18	1,257.99	

Excel spreadsheets.....

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	FARM SALES RECORD SAMPLE															
2																
3	Date	Delview F Mkt	Seaside F Mkt	Good Eats Rest	Bama Groc	CSA	On-Farm	Services	TOTAL							
4	11/1/2005	\$985.50		\$24.00												\$1,009.25
5	11/5/2005	\$900.00				\$120.00										\$1,020.00
6	11/8/2005	\$920.75		\$24.00		\$65.00										\$1,009.75
7	11/10/2005												\$550.00			\$550.00
8	11/20/2005							\$4,800.00								\$4,800.00
9	11/28/2005								\$460.00		\$200.00					\$860.00
10	TOTAL	\$2,806.25	\$0.00	\$48.00	\$185.00	\$4,800.00	\$460.00	\$750.00	\$9,249.00							
11																

<http://www.ssawg.org/gfp-recordkeeping>

Excel spreadsheets.....

<http://www.ssawg.org/gfp-recordkeeping>

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	HARVEST RECORD SAMPLE													
2														
3	Date: 11/5/05													
4														
5	Market: Delview FM													
6														
7	ITEM	LOADED	UNIT	PRICE	SOLD	RETURNED	INCOME	COMMENTS						
8	Outredgeous Lettuce	60	ct	\$2.00	60	0	\$120.00							
9	Tropicanna Lettuce	80	ct	\$2.00	50	0	\$160.00	Sold to Bama Groc-\$60						
10	Buttercrunch Lettuce	60	ct	\$2.00	60	0	\$120.00							
11	Packman Broccoli	90	ct	\$2.00	90	0	\$180.00	very large heads						
12	Waltham Broccoli	45	ct	\$2.00	25	20	\$90.00							
13	Kohlrabi	120	ct	\$2.00	90	0	\$240.00	Sold to Bama Groc -\$60						
14	Radishes	40	bunch	\$2.00	40	0	\$80.00	sold out by 9am						
15	Salad Mix	35	lbs	\$2.00	35	0	\$70.00	sold out by 10am						
16														
17	TOTAL							\$1,060.00						
18														

What some farmers say about harvest records.....

- “We use yield per row foot and total sales.”
- “For a fruit and vegetable farm producing one to three items, **keep pick records and pack records**. Track what comes out of the field (pick records) and then pack out the grades. This allows you to look at **marketable production versus culls, seconds**, etc. Obviously this is more useful for peppers, tomatoes, squash, rather than greens, herbs, etc.”
- “For highly diversified farms, such as a CSA farm or farmers market grower, I suggest unit tracking with a pick container. As an example, my pick container holds 10 pounds of broccoli. If I’m not touching it again till market, then **just knowing the volume or pounds of product picked and stored in pick containers is optimal.**”

What some farmers say.....

Question: I know there are some crops like pumpkins where keeping track of yields is too labor intensive and may not be worth your time, for this type of crops do you just keep track of your total sales?

“Total sales is all that matters on those types of crops, especially pumpkins. You pick, store and repack. I tracked pick records on pumpkins and never used them. All that mattered was what we could sell.”

My thoughts...

For a field trial we tracked yield data per plant, very labor intensive. Some pumpkin farms have 30 different varieties in 4 acres, it is too labor intensive to keep track of yield.

What some farmers say.....

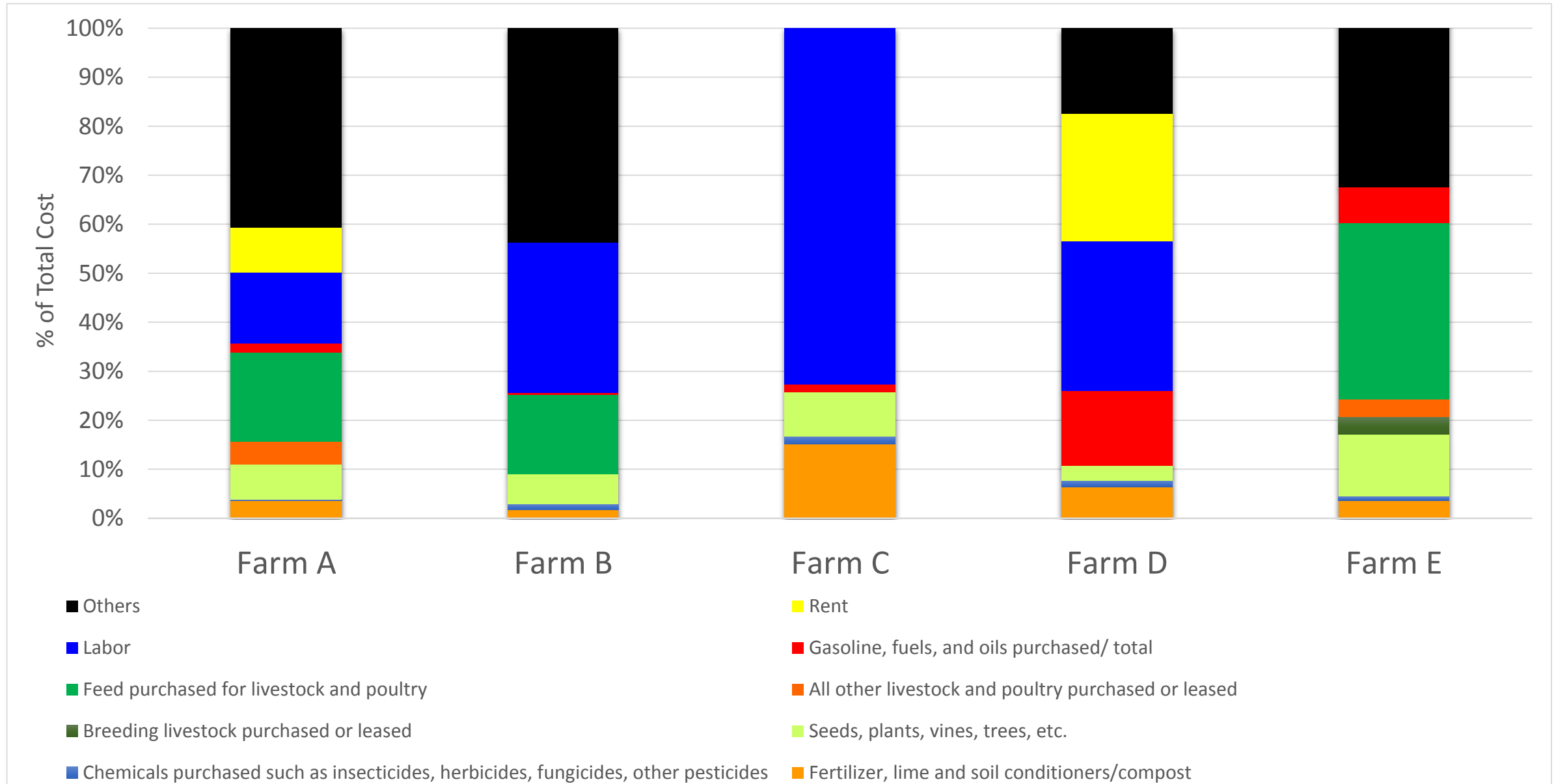
“I probably use Excel spreadsheets for record keeping more than anything else.”

“Excel and a notepad have helped me more than anything.”

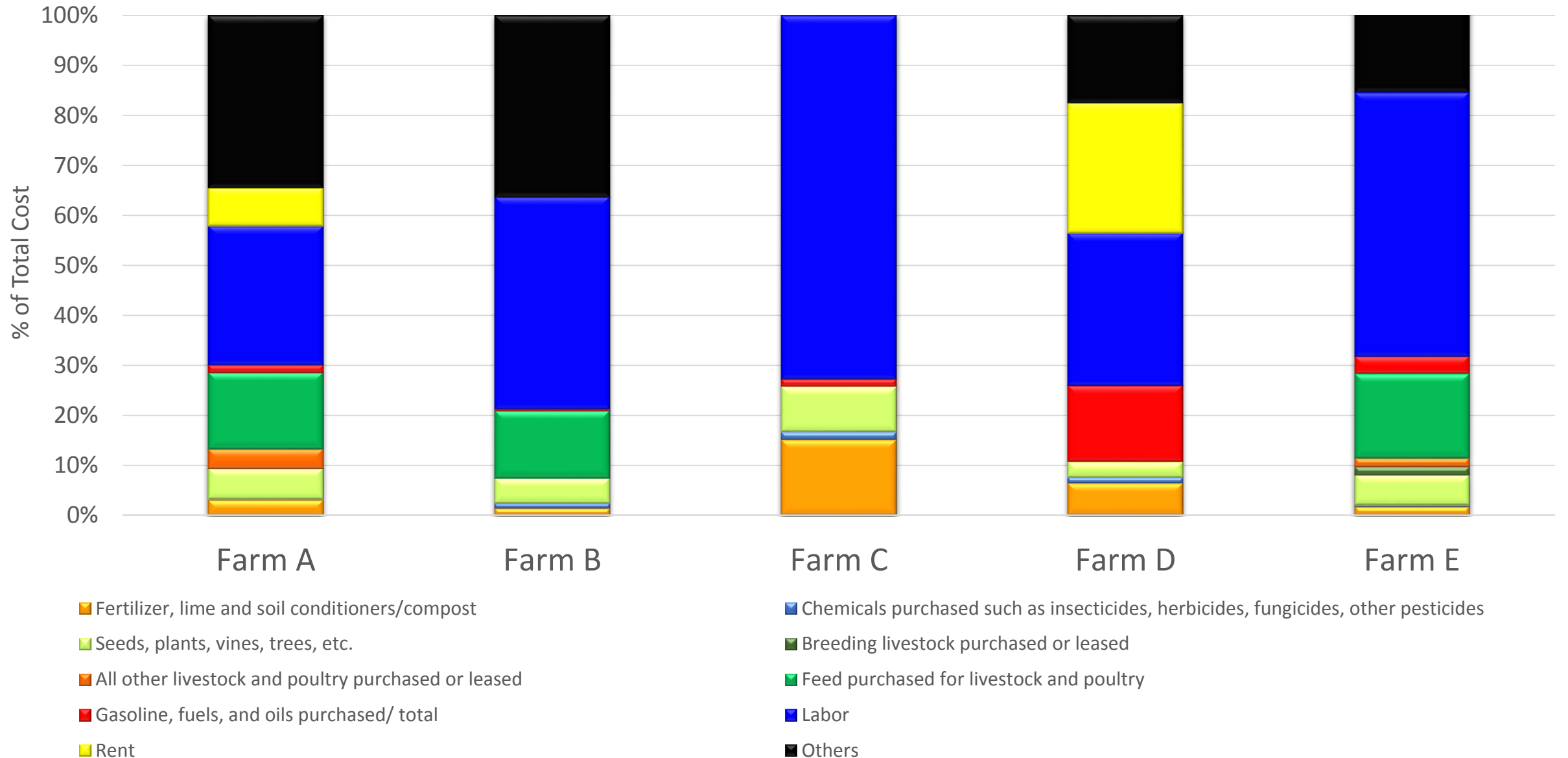
The analysis I was able to do with Excel spreadsheets' records from 5 farms.....

Farm	A	B	C	D	E
Location	Virginia	Virginia	Virginia	Tennessee	Tennessee
Revenue	\$90,000	\$32,000	\$60,000	\$90,000	\$30,000
Acres Controlled (acres)	51	73	6	9	10
Livestock Numbers	1,300 head of poultry	20 beef cows, 6 dairy cows, 1 hog, 100 head of poultry	2 hogs, and 12 poultry head	None	8 hogs, and 150 head of poultry

The analysis I was able to do with Excel spreadsheets' records from 5 farms.....Distribution of Costs



The analysis I was able to do with Excel spreadsheets' records from 5 farms.....Distribution of Costs with labor opportunity cost



The analysis I was able to do with excel records from 5 farms.....

Farm	Year	On-farm sales	Farmers Markets	CSA	Roadside Stand	Other Direct	Grocery /Convenience Stores	Restaurants	Other Intermediate
A	1	5%	77%	10%	1%	6%		1%	
	4	5%	46%	30%	5%	13%		1%	
B	1	1%	100%						
	7	1%	66%			3%			30%
C	1			10%					90%
	4			10%					90%
D	1	4.3%	17.4%			7.3%	47.3%	5.1%	18.6%
E	1		75%	20%				5%	
	3		25%	60%			8%	7%	

Software and other tools.....

- Quick Books
- Quicken
- AgSquared
- Veggie Compass

Quick Books.....

- Quick Books is targeted to small business finance and is the dominant off-the-shelf package for small business accounting and facilitates invoices, accounts payable/receivable and payroll.
- Farmers typically use Quick Books as their electronic checkbook.
- Relatively inexpensive (\$200-\$380 plus payroll @ \$200/year).
- Chart of accounts is easily modified to fit any farm business.
- Wide variety of financial, payroll and farm sales reports available.
- Farmers and family members can be trained to use software within hours. Correcting errors or entering omitted information is simple.

Quick Books.....

- Good choice for larger producers with multiple employees and/or the need to invoice customers and track accounts payable/receivable.
- Double-entry accrual accounting.
- More readily grasped by users with some exposure to accounting principles.
- “Class” feature allows income and expenses to be associated with an enterprise.
- Lists for items, vendors, customers and employees make it easier to sort and summarize information than in Quicken.
- Payroll services are available.

Example of Quick Books Profit & Loss Statement

8:39 AM
01/13/17
Cash Basis

Sand Mt Sample Farm 1
Profit & Loss
January through December 2012

	Cattle	Row Crop	TOTAL
Ordinary Income/Expense			
Income			
001 · Crop or Feed Sales			
001-020 · Corn Sales	0.00	434,639.99	434,639.99
001-030 · Soybeans Sales	0.00	165,514.10	165,514.10
001-040 · Wheat Sales	0.00	9,556.61	9,556.61
Total 001 · Crop or Feed Sales	0.00	609,710.70	609,710.70
002 · Livestock Product Market Sales			
002-323 · Beef-Mixed-Mkt	1,458,353.26	0.00	1,458,353.26
Total 002 · Livestock Product Market Sales	1,458,353.26	0.00	1,458,353.26
014 · Patronage Refund	2,135.01	6,089.28	8,224.29
019 · ASC Other-Gov Prog Pmt	200.00	16,572.00	16,772.00
021 · Crop Insurance Proceeds	417.00	0.00	417.00
Total Income	1,461,105.27	632,371.98	2,093,477.25
Gross Profit	1,461,105.27	632,371.98	2,093,477.25
Expense			
032 · Livestock Purchase	593,991.26	0.00	593,991.26
034 · Hired Labor Wages and Taxes			
034-600 · Payroll Expenses-Other	0.00	0.00	0.00
034-984 · Fed Unemployment Taxes	0.00	0.00	0.00
034-100 · Hired Labor - Gross Wages	71,509.56	28,066.29	99,575.85
034-982 · Payroll Taxes - FICA/ Medicare	6,844.87	2,147.06	8,991.93
Total 034 · Hired Labor Wages and Taxes	78,354.43	30,213.35	108,567.78
035 · Fertilizer Expense	71,925.54	312,560.89	384,486.43
036 · Seed Expense	3,702.04	76,741.22	80,443.26
037 · Livestock Supplies	242.70	0.00	242.70
042 · Rent	23,473.75	36,377.75	59,851.50
044 · Machinery Hire	2,009.50	11,066.90	13,076.40
045 · Gas, Fuel, and Oil	20,634.99	28,280.71	48,915.70
048 · Soil & Water Conservation	400.00	1,374.38	1,774.38
050 · Pesticides - Chemical Expenses	478.39	65,188.45	65,666.84
058 · Veterinary Expenses	30,010.16	0.00	30,010.16
031 · Crop & Feed Purchase			
031.090 · Other Silage			
031-190 · Feed	53,055.81	343.09	53,398.90
Total 031.090 · Other Silage	53,055.81	343.09	53,398.90
Total 031 · Crop & Feed Purchase	53,055.81	343.09	53,398.90

Example of Quick Books Profit & Loss Statement

8:39 AM
01/13/17
Cash Basis

Sand Mt Sample Farm 1
Profit & Loss
January through December 2012

	Cattle	Row Crop	TOTAL
038 · Utilities			
038.1 · Electricity	1,389.93	1,334.36	2,724.29
038.2 · Telephone	394.52	394.55	789.07
038 · Utilities - Other	380.33	276.17	656.50
Total 038 · Utilities	2,164.78	2,005.08	4,169.86
039 · Insurance			
039.5 · Crop Insurance	0.00	11,560.00	11,560.00
039 · Insurance - Other	21,544.00	17,784.44	39,328.44
Total 039 · Insurance	21,544.00	29,344.44	50,888.44
040 · Miscellaneous	1,473.71	1,800.07	3,273.78
041 · Property Taxes	1,623.95	1,623.94	3,247.89
043 · Equipment Repairs			
043.1 · Licenses and Permits	0.00	43.51	43.51
043 · Equipment Repairs - Other	9,216.67	20,597.43	29,814.10
Total 043 · Equipment Repairs	9,216.67	20,640.94	29,857.61
047 · Building & Prop Maint	1,879.10	0.00	1,879.10
051 · Supplies	9,701.75	738.70	10,440.45
052 · Professional Fees	1,292.73	684.37	1,977.10
Total Expense	927,175.26	618,984.28	1,546,159.54
Net Ordinary Income	533,930.01	13,387.70	547,317.71
Other Income/Expense			
Other Income			
022 · Interest Income	1,060.75	1,060.68	2,121.43
Total Other Income	1,060.75	1,060.68	2,121.43
Other Expense			
070 · Contributions	100.00	100.00	200.00
074 · Family Living			
074-453 · Partner Draw	0.00	40,000.00	40,000.00
074-454 · Partner Draw	40,000.00	0.00	40,000.00
Total 074 · Family Living	40,000.00	40,000.00	80,000.00
Total Other Expense	40,100.00	40,100.00	80,200.00
Net Other Income	-39,039.25	-39,039.32	-78,078.57
Net Income	494,890.76	-25,651.62	469,239.14

Quicken.....

- Quicken is sold for personal finance and may be used by farmers to track both family and farm income and expenses.
- Easy for people unfamiliar with accounting terms.
- Quicken's checkbook register base makes for a familiar environment when changing from a hand-kept cash accounting system to computerized records.
- Inexpensive (\$30-\$110).
- Quicken files can be imported into Quick Books if you later decide to step up to a more sophisticated financial record keeping system.

Quicken.....

- Cash accounting.
- “Tag” feature can be used to further identify transactions by enterprise.
- Calculation of payroll must be done externally.
- No payroll services, invoicing or accounts payable/receivable capabilities.

Example of Quicken Cash Flow Report

1/26/2012

Cash Flow - Last year
1/1/2011 through 12/31/2011

Page 1

Category	1/1/2011- 12/31/2011
INFLOWS	
Uncategorized	0.00
Farmers Market Sales	24,050.00
Pick-Your-Own Sales	200.00
On-Farm Sales	29,000.00
Wholesales Sales	43,000.00
TOTAL INFLOWS	96,250.00
OUTFLOWS	
Bank Charges	10.00
Chemicals	2,420.00
Fungicides	210.00
TOTAL Chemicals	2,630.00
Custom Work	250.00
Equipment Purchased	1,000.00
Family Living	25,896.69
Farm Insurance	1,000.00
Fertilizer	3,290.00
Fuel	2,600.00
Interest Paid	
interest	2,445.50
Mortgage	682.50
TOTAL Interest Paid	3,128.00
Irrigation energy	930.00
Labor	14,550.00
Labor Tax	-42.00
Marketing	2,000.00
Miscellaneous	753.56
Office	28.44
Professional Services	500.00
Property Tax	375.00
Repairs	304.53
Tractor	630.47
TOTAL Repairs	935.00
Seed	2,000.00
Supplies	
Containers	8,334.25
Trellis	9.75
TOTAL Supplies	8,344.00
Utilities-Farm	1,567.74
Electric	132.86
Phone	99.40
TOTAL Utilities-Farm	1,800.00
TOTAL OUTFLOWS	71,978.69
OVERALL TOTAL	24,271.31

Example of Quicken Cash Flow By Tag Report

1/26/2012

Cash Flow by Tag - Last year 1/1/2011 through 12/31/2011

Page 2

Category	Blackberries	Blueberries	Overhead	Okra	Pumpkins	Sweet Corn	OVERALL TOTAL
TOTAL Supplies	1,890.00	2,713.00	0.00	500.00	2,530.00	900.00	8,533.00
Utilities-Farm	0.00	0.00	1,567.74	0.00	0.00	0.00	1,567.74
Electric	0.00	0.00	132.86	0.00	0.00	0.00	132.86
Phone	0.00	0.00	99.40	0.00	0.00	0.00	99.40
TOTAL Utilities-Farm	0.00	0.00	1,800.00	0.00	0.00	0.00	1,800.00
TOTAL OUTFLOWS	7,070.00	5,891.00	14,345.00	2,965.00	9,680.00	6,525.00	46,476.00
OVERALL TOTAL	13,930.00	14,609.00	-14,345.00	2,035.00	20,320.00	13,225.00	49,774.00

AgSquared.....

- [AgSquared](#) is an **online record-keeping platform** that is designed for **small-scale mixed vegetable growers**.
- As any other tool it could be time consuming when setting it up, but once you set it up it may **help you plan, keep track of activities, supplies, etc.**
- The **PLUS version** allows you to estimate **cost per crop**, and break it down by categories.
- May not fit Veggie Compass requirements.
- **Free trial of basic features - no time limit.**

AgSquared Basic

\$99 / year
or \$12 / month

Map your farm

Plan your season

Manage your tasks

Track your harvests

Keep detailed records

Manage up to 10 acres

AgSquared Plus

\$299 / year
or \$32 / month

Map your farm

Plan your season

Manage your tasks

Track your harvests

Keep detailed records

Manage your resources

Track your labor

Track your production costs

Live support

Manage up to 20 acres

AgSquared Premier

[Contact us for pricing](#)

Smart dashboards

Dedicated account rep

Outsourced data entry

Custom data exports

Manage unlimited acres

[learn more](#)

[Start your Free Trial](#)

help.agsquared.com



AgSquared Workflow





Map your farm.

Use the Places tool to map fields, buildings, greenhouses and landmarks on your farm.



[Watch a video tutorial](#)



Create your planting plan.

Plan your planting schedule, calculate your seed order, lay out your fields, and project your harvests.



[Watch a video tutorial](#)



Manage your schedule.

See all of your farming tasks in one place, and adjust quickly to changing conditions to make sure everything gets done.



[Watch a video tutorial](#)



Keep records.

Record what you do, and add notes, photos, and files to your journal to create an organized, useful record stream.



[Watch a video tutorial](#)



Farm Location Setup



To enable AgSquared's powerful mapping tools, please share your farm location with us:

Country

United States ▼

City *

Address *

State *

State... ▼

Address line 2

Zipcode *

Phone Number

* Indicates a required field

Cancel

Continue

Workbench Home

Get the AgSquared

Stay on top of your tasks
one of the download links

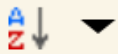


Download on
App Store

Support Articles to Help You Get Started








Are you new to AgSquared? Here are a few support articles to help you get started.

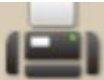
n. Get started today b



Map your farm

Draw places and lay out your fields

- 1** Click  to add your farm's places, such as  properties ,  fields ,  buildings ,  growing enclosures ,  landmarks.
- 2** Prefer to work on a map? Click  to open a satellite view of your farm where you can draw in your places and calculate the acreage of your fields.
- 3** Click on a place on the left to edit its details, manage its layout and schedule, and review its history.



Building



Save

Start Over

Delete Last



Map

Satellite

A
Z



Press **F11** to exit full screen



 **Draw**



Save

Start Over

Delete Last



Map

 **Building**

 **Field**

 **Growing enclosure**

 **Landmark**




 **Property**





Create your crop plan

Plan your plantings and manage them throughout the season

- 1 Click  to add your farm's crops, then  to plan their plantings.
- 2 Already have your crop plan in a spreadsheet? Click  to import it.
- 3 Click on a planting on the left to edit its details, manage its schedule or review its history

New Crop



Crop name *

Cover crop

Crop image



Description

Beneficial functions list

- Pest Deterrent
- Pest Predator
- Weed Control
- Plant Nutrition
- Pollinator
- Pollinator Attractant

(Hold down control key to select more than one)

Extra beneficial functions



Crop

Pla

Season Filter



Name



Cucumber

Crops | AgSquared

https://www.agsquared.com/en/admin/crops

Apps pilots-private pilots - Welcome to Choices Asset Realty Manager Commercial Horticult dermatologist knoxvil

Margarita Velandia Margarita's Farm

AgSquared

Home Places **Crops** Calendar

Crop **Planting** Harvest Import / export

Season Filter




Name

Cucumber

Tomatoes

Create your crop plan

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AgSquared Plus

- You can manage **staff, supplies** and **machinery**, and allocate them to calendar activities.
- For each Resource in your account you can assign **multiple purchases**, and enter in important information such as the quantity purchased, date acquired, and storage location.
- By entering in a cost for each of your resources (Staff, Machinery, and Supplies) and then assigning these resources to activities in your calendar, you can effectively track the **total resource quantities and costs**.

- Name z↓
- Arugula
 - Beets
 - Chioggia 2014-05-05
 - Cylindra 2013-05-03
 - Kestrel 2013-03-30
 - Kestrel 2014-03-02
 - Merlin 2013-04-13
 - Merlin 2013-12-18
 - Merlin 2014-05-19
 - Red Ace 2014-04-08
 - Red Ace 2014-05-08
 - Broccoli
 - Cabbage
 - Carrots
 - Cauliflower
 - Corn
 - Cucumber
 - Eggplant
 - Green Beans
 - Kale
 - Lettuce
 - Mizuna

Beets Kestrel 2014-03-02

Cost Category ▲	Costs	Quantity ▼
Supplies	\$142.87	6 Supplies ▲
Seeds - Kestrel Beets	\$42.00	3 Ounces
Gasoline	\$14.87	3.5 US gallons
Wax Boxes	\$43.00	43 Units
Twist Ties	\$15.50	3.1 Units
Diesel	\$17.50	5 US gallons
Boric Acid	\$10.00	2 Uses
Machinery	\$60.50	3 Machines ▲
Troy Bilt Rototiller	\$4.70	2 Hours
Ford F-150	\$25.80	6.45 Hours
Kubota Bx 25	\$30.00	2 Uses
Labor	\$557.50	50.83 Hours ▲
Direct Sow	\$0.00	0 Hours
Harvest	\$82.00	7.33 Hours
Thin	\$48.00	4 Hours
Weed	\$230.00	22.5 Hours
Other	\$148.50	13.5 Hours
Irrigate	\$7.00	0.5 Hours
Work soil	\$42.00	3 Hours
Total Costs	\$760.87	

Veggie Compass.....

- An analysis and management tool – not a record keeping tool!!
- You need to keep records that fit Veggie Compass, labor records by: 1) crop and 2) market outlet.
- Look at the records required by Veggie Compass and find a format that fit these requirements. Examples of record keeping tools are available at <http://www.ssawg.org/gfp-recordkeeping>

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

Veggie Compass - What records do I keep?

- **Administration/management** – Labor hours, office expenses.
- **Marketing/distribution** – Labor hours for loading, driving, setup, selling, breakdown, and backhaul.
- **ALL** income and expenses related to farm.

Veggie Compass answers these types of questions...

- Should I contract out growing transplants?
- Is the price I'm getting for carrots enough to cover costs of production and harvest?
- Should a lousy crop of potatoes even be harvested?

Veggie Compass Analysis: Vegetable Farm in Purcellville, Virginia

VEGGIE+COMPASS+SAMPLE+-April+2014 (2) [Compatibility Mode] - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View

L4 Sales Output

Veggie Compass - Whole Farm Profit Management		Sales Output									
Crop	Unit of Measure (lbs, bunch, head, etc.)	Farmer's Market									
		Sales (\$)	# of Units	Unit Average Price	Unit Cost of Production	Crop Cost of Production	Crop Gross Profit (%)	Total Crop Cost per Unit	Unit Net Profit	Crop Net Profit	
broccoli	pound	\$1,200.00	400	\$3.00	\$6.77	\$2,709.44	-126%	\$7.89	-\$4.89	-\$1,956.08	
lettuce	head	\$9,000.00	3,000	\$3.00	\$1.54	\$4,626.52	49%	\$2.66	\$0.34	\$1,023.75	
tomatoes,	pony	\$17,400.00	200	\$87.00	\$29.38	\$5,876.53	66%	\$61.76	\$25.24	\$5,047.32	
tomatoes,	crate	\$7,875.00	90	\$87.50	\$44.33	\$3,989.74	49%	\$76.90	\$10.60	\$954.25	
herbs	bunch	\$15,000.00	6,000	\$2.50	\$0.62	\$3,716.95	75%	\$1.55	\$0.95	\$5,700.16	
flowers	bucket	\$2,160.00	90	\$24.00	\$13.01	\$1,171.25	46%	\$21.95	\$2.05	\$184.81	
arugula	bushel	\$9,000.00	90	\$100.00	\$15.20	\$1,368.07	85%	\$52.42	\$47.58	\$4,282.20	
basil	bunch	\$6,750.00	2,700	\$2.50	\$1.18	\$3,173.18	53%	\$2.11	\$0.39	\$1,064.52	
beans	pony	\$5,280.00	110	\$48.00	\$57.46	\$6,320.90	-20%	\$75.33	-\$27.33	-\$3,006.08	
beets	bunch	\$9,450.00	2,700	\$3.50	\$1.71	\$4,626.51	51%	\$3.02	\$0.48	\$1,306.28	

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

Ready Average: \$4,127.25 Count: 106 Sum: \$420,980.00 151%

12:04 PM 1/14/2017

Veggie Compass Analysis: Vegetable Farm in Purcellville, Virginia

VEGGIE+ COMPASS+ SAMPLE+ -April+2014 (2) [Compatibility Mode] - Microsoft Excel

Veggie Compass - Whole Farm Profit Management

Veggie Compass - Whole Farm Profit Management		Farm Profit & Loss by Market Channel					
	CSA	Farmer's Market	Wholesale	Stand	Total From On-Farm Production	Buy-Resell	Grand Total
Sales - by Market Channel	\$39,000	\$210,490	\$91,100	\$26,610	\$367,200	\$29,370	\$396,570
Market Channel sales as % of Total sales	9.83%	53.08%	22.97%	6.71%	93%	7.41%	
All Production Expenses	\$20,681	\$109,184	\$58,706	\$14,501	\$203,072	\$16,280	\$219,352
Production Expense as % of Mkt Channel sales	53.03%	51.87%	64.44%	54.49%	55.30%	55.43%	55.31%
Gross Profit	\$18,319	\$101,306	\$32,394	\$12,109	\$164,128	\$13,090	\$177,218
Gross Profit as a % of Mkt Channel sales	46.97%	48.13%	35.56%	45.51%	44.70%	44.57%	44.69%

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

Ready | 115% | 11:42 AM 1/14/2017

Veggie Compass Analysis: Vegetable Farm in Purcellville, Virginia

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Veggie Compass - Whole Farm Profit Management

Veggie Compass - Whole Farm Profit Management		Farm Profit & Loss by Market Channel					
	CSA	Farmer's Market	Wholesale	Stand	Total From On-Farm Production	Buy-Resell	Grand Total
NET PROFIT BY MARKET CHANNEL	\$1,823	\$22,963	\$6,034	-\$3,220	\$27,600	-\$2,896	\$24,704
Net Profit as % of Mkt Channel Sales	5%	11%	7%	-12%	8%	-9.9%	6%
Net Profit as % of Total Net Profit	7%	93%	24%	-13%	112%	-11.7%	100%
Non Operating Income							
USDA Program Payments							\$0
Patronage Dividends							\$0
Interest Income							\$0
Other Income							\$12,000
TOTAL NET PROFIT							\$36,704

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

Ready | 115% | 11:50 AM 1/14/2017

Farmers struggle with.....

- Keeping records of their costs, especially on a per crop basis.
- Keeping records on a per market outlet basis.

Other resources.....

- University of Illinois Farm Record Book (paper) with worksheets for farm receipts, expenditures, cost and returns analysis, inventory analysis, etc. Available at <https://pubsplus.illinois.edu/F1-1.html>
- Southern Sustainable Agriculture Working Group: Recording Keeping Samples and Templates – Excel spreadsheets. Available at <http://www.ssawg.org/gfp-recordkeeping/>
- Carolina Farm Stewardship Association: Record keeping templates (Excel, Word, and PDF templates). Available at <https://www.carolinafarmstewards.org/record-keeping/>
- QuickBooks for Farmers (BF 204)—online introduction to QuickBooks Pro software. More information is available at www.nebeginningfarmers.org/online-courses/all-courses/quickbooks-for-farmers-bf-204/

Questions?