





solar powered farm * organic vegetables

Good Food Year Round



Jericho Settlers Farm Overview

- 25 acre mixed veg production
- 1.9 acres under hoophouses
- Year Round CSA: 150 members
- Year Round Farmstand: open daily
- Year Round Wholesale: deliver 2x per week, some regional distribution
- 11 Staff: 3 FTE's year round, 5 H2A seasonal, 3 local seasonal
- \$1+ million in sales
- Family vacations, retirement investments





Jericho Settlers Farm – Mark Fasching & Christa Alexander

HOW WE TRACK NET PROFIT BY CROP



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HOW WE TRACK NET PROFIT BY CROP

- Don't collect ALL DATA, collect the RIGHT DATA
- Choose key crops to track
- Develop data collection systems & enforce them
- Develop labor task rates

Types of Data We Collect

- Material Inputs: seeds, transplants, fertilizer/cover crops, pest controls
- Labor: field/bed prep, seeding/transplanting, weeding, pest & disease control, harvesting, wash &pack, sell/deliver product
- Total Production (marketable crop)
- Total Sales
- Equipment Use and Depreciation

How We Collect Data: Hoophouses



Waterproof, Sunproof, Rodentproof





Paper Data Sheet – All can use

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GoogleSheets Data Logs

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Labor, Equip Use, Material Inputs

- Hoophouse Task Log
- **Field Task Log**

Or Type here to search

- Washpack Log total production
- **Greenhouse Log transplant costs**
- Keep Data Fields same across all Logs where practical Access from phone, iPad, laptop

GoogleSheets

- Accessible from anywhere with multiple devices
- Totally customizable new fields, new filters
- Supported for the long term
- Compatible (csv export/import)
- Keeps it simple
- Contains all crop planning and traceability data

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9	Cucumber, Lebanese	•	HHL •	7/6/2024					63.5		-	Lbs	•		
3	Cucumber, Lebanese	*	HHL •	7/12/2024					413.6		-	Lbs	* f	inal harvest	
7	Cucumber, Lebanese		ччт –	7/9/2024					504.8			Lbs	*		1



1000 more rows at the bottom

Quickbooks - Sales

- Keeps it simple one financial system
- Contains all overhead, material inputs and equipment depreciation costs
- Immediate reports of sales by crop with prices and average price
- Compatible (csv export/import)
- Tip: Assign item names alphabetically by crop

"group" for easy sorting - Mark Fasching & Christa Alexander

Plug in Your Data!

Crop Budget Sheets (Richard Wiswall and NOFA-VT)

https://www.nofavt.org/resourcelibrary/vegetable-cost-production

Separate worksheets for determining overhead costs, marketing costs, transplant costs (in greenhouse), equipment and hoophouse depreciation – example crop budgets available Use Your Data! To answer questions such as:

Can we lower our prices for this crop? Or for a certain portion of this crop?

What happens if we reduce our weeding hours by X? or our fertilizer use by X?

What happens if we raise employee wages by X?

Thank you...



ERICHO SETTLERS FARM, Inc.

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