



## NORTHEAST DIRECT VEGETABLE BENCHMARK

UVM Extension has partnered with the University of New Hampshire Extension and four additional Northeast states to pilot a new financial benchmarking program for produce farm owners that direct market their crops. The project provides financial statement preparation and financial analysis assistance to eligible farm owners.



*Photo Credit: Vernon Grubinger*

### PROJECT OVERVIEW

This project is geared toward the owners of farm businesses that rely on the farm for significant portion of owner household income. In the first year participants will meet three to four times with a business educator to organize accounting records, establish required record keeping systems and integrate farm accounting records with the Finpack® farm financial software program. Participants and educators will meet one to three times in the second year to compile a second round of financial statements and discuss the financial planning goals for the business.

### ELIGIBILITY

Eligible farms must meet the following criteria:

- Primarily engaged in vegetable and/or fruit production
- Annual gross sales of \$150,000 or higher
- Over half of sales or crop volume is sold through direct market channels—farm retail, CSA, online sales, farmers markets and direct wholesale buyers where farms self-deliver (restaurant, grocers, caterers).

#### Sign up for more information

Name:	E-Mail:
Business Name:	Years in Business:
Phone:	
Postal Address:	Street (if different):

**Return Form to:**

**Mark Cannella**

[Mark.Cannella@uvm.edu](mailto:Mark.Cannella@uvm.edu)

**(802) 476-2003**

**Postal Mail:**

**UVM Extension**

**Attn: NE Direct Benchmark Project**

**327 US Route 302, Berlin, VT 05641**

This project is funded by the USDA Farm Business and Management Benchmarking grants program.

*UVM Extension helps individuals and communities put research-based knowledge to work.*

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