

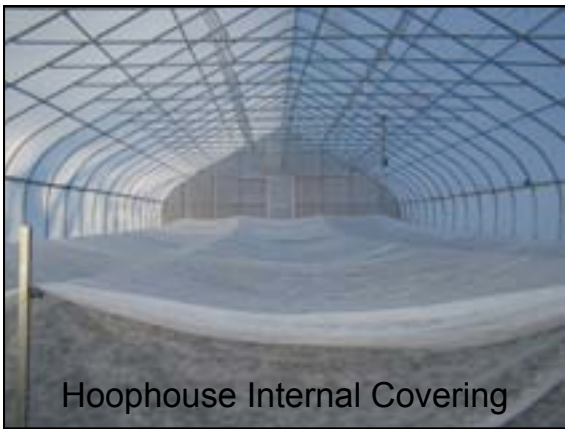


- ### Baby Leaf Salad Criteria
- Flavor
  - Color
  - Texture
  - Size
  - Volume
  - Growth Rate
  - Cold Tolerance
  - Disease Resistance

- ### Grouping Baby Salad Greens
- Fast Group
    - Red Russian Kale
    - Mizuna
    - Arugula
    - Red Giant Mustard
  - Moderate/+Quality
    - Bull's Blood Beet
    - Spinach
    - Chinese cabbage (TB)
  - Slow Group
    - Lettuce (- Cold Tolerant)
      - Aruba, Integrata Red
    - Mache
    - Claytonia







## Why Sell in the Winter?

- Increased Farm Sales
- Decreased Labor
  - Weeds
  - Insects
  - Management
- Increase Value
- Decreased Local Supply

## Marketing Options

- Farmers Markets
- Farm Stand
- CSA
- Restaurant
- Institutional (Semi Wholesale)
- Wholesale
- Web-based/Email
- \* Where/How You Market Determines Crop Mix

## Pricing

- Traditional
  - Cost of Production plus farm profit
- Other Farmers Pricing
- Other Outlet Pricing
  - Grocery, Co-op, etc.
- What You Would Pay
  - Is it a fair price for what you get?
- What You Want To Make
  - What should the farm be making?

## Lettuce Example (Single Harvest)

- Spacing: 8" X 8"
- Area: 30' X 3' = 90 sqft
- Rows X Heads/Row: 4 X 45 = 180 heads
- 180 heads X .80 = 144 Heads
- \$250/144 Heads = \$1.74/Head
- Round to \$2/head
- = \$288/bed/crop
- Or \$3.20/sqft/crop (\$288/90 sqft)

## Baby Salad Example (Multiple Harvest)

- Area: 30' X 3' = 90sqft
- ~ yield = 1 lb/6 sqft
- 90 sqft/6 sqft = 15 lbs
- \$250/15 lbs = \$16.67/lb.

But...

## Baby Salad (Continued)

- 3 Harvests/planting
- So, 15 lbs X 3 Harvests = 45 lbs/90 sqft
- \$16.67/3 = \$5.55/lb (for \$250 range)
- @ \$6 = \$270
- @ \$8 = \$360
- @ \$10 = \$450
- @ \$13 = \$585
- @ \$15 = \$675/90 sqft

High Tunnel Income Projection (Spring)				Ten Acres Farm		Adam and Dina Monti	
Bed #	Crop	Plant Date	Spk (beds x 9ft)	Projected Yield	Projected Income	Notes	Assumptions
1	Carrots	30-Jan	40	120 Bunches	\$360	Naipori	Bunches of 12
2	Carrots	21-Feb	30	120 Bunches	\$360	Naipori	Bunches of 12
3	Carrots	13-Mar	30	120 Bunches	\$360	Naipori	Bunches of 12
4	Beets	30-Jan	30	75 Bunches	\$225	1/2 Red, 1/2 Golden	Bunches of 6
5	Beets Chard	30-Jan	47.5 (1/4 Red)	200 Bunches (50 plants)	\$600	Bright Lights (Bunches/Plant)	
6	Beets	30-Jan	22.5 (1/4 Red)	100 Bunches (50 plants)	\$300		
7	Beets	15-Mar	40	7.5 (No/Planting*)	\$225	Baby Salad with Bed 12	1 cutting, 11/1%
8	Red Russian Kale	15-Mar	40	7.5 (No/Planting*)	\$225	Baby Salad with Bed 12	1 cutting, 11/1%
9	Beetle	15-Mar	40	7.5 (No/Planting*)	\$225	Baby Salad with Bed 12	1 cutting, 11/1%
10	Red Mustard	15-Mar	40	7.5 (No/Planting*)	\$225	Baby Salad with Bed 12	1 cutting, 11/1%
11	Broccoli	30-Jan	40	20 Bunches	\$60	Champion	
12	Broccoli	1-Mar	40	20 Bunches	\$60	Champion	
13	Beets	1-Mar	30	75 Bunches	\$225	1/2 Red, 1/2 Golden	Bunches of 6
14	Beet Lettuce	30-Jan	22.5 (1/4 Red)	27 heads	\$81	Jerome	
15	Romaine	30-Jan	22.5 (1/4 Red)	27 heads	\$81	Jerome	
16	Romaine	1-Mar	22.5 (1/4 Red)	27 heads	\$81	Jerome	
17	Romaine	1-Mar	22.5 (1/4 Red)	27 heads	\$81	Jerome	
18	White Cauliflowers	30-Jan	40	100 Bunches	\$300	Emergreen Hardy White	Bunches of 7
19	White Cauliflowers	30-Jan	40	100 Bunches	\$300	Emergreen Hardy White	Bunches of 7
20	Red Lettuce	1-Mar	40	7.5 (No/Planting*)	\$225	Baby Salad with beds 6 & 7	1 cutting, 11/1%
21	Green Lettuce	1-Mar	40	7.5 (No/Planting*)	\$225	Baby Salad with beds 6 & 7	1 cutting, 11/1%
22	Red Lettuce	30-Jan	40	7.5 (No/Planting*)	\$225	Baby Salad with beds 14 & 15	1 cutting, 11/1%
23	Green Lettuce	30-Jan	40	7.5 (No/Planting*)	\$225	Baby Salad with beds 14 & 15	1 cutting, 11/1%
24	Beets	21-Feb	40	7.5 (No/Planting*)	\$225	Baby Salad with beds 13 & 15	1 cutting, 11/1%
25	Red Russian Kale	21-Feb	40	7.5 (No/Planting*)	\$225	Baby Salad with beds 13 & 15	1 cutting, 11/1%
26	Beetle	21-Feb	40	7.5 (No/Planting*)	\$225	Baby Salad with beds 13 & 15	1 cutting, 11/1%
27	Red Mustard	21-Feb	40	7.5 (No/Planting*)	\$225	Baby Salad with beds 13 & 15	1 cutting, 11/1%
28	Chico Kale (Full wall)	30-Jan	40	150 Bunches (50 plants)	\$450		
29	Red Russian Kale (Full wall)	30-Jan	40	150 Bunches (50 plants)	\$450		
30	Spinach (Full wall)	30-Jan	40	15 (No/Planting)	\$450	1 cutting @ 11/1%	
31	Spinach (Full wall)	30-Jan	40	15 (No/Planting)	\$450	1 cutting @ 11/1%	
32	Shredding Parsley	30-Jan	30	0	\$0	Double Row Green Mobile	Family Use
33	Earlier Egg Radish	15-Mar	15	18 Bunches	\$54	Outside 18 of Bed	Bunches of 12
34	Wintergreen Radish	15-Mar	15	18 Bunches	\$54	Outside 18 of Bed	Bunches of 12
35	Shave Parsley	30-Jan	10	7	7	Double Row Green Mobile	Needs to have soil?
36	Earlier Egg Radish	30-Jan	15	18 Bunches	\$54	Outside 18 of Bed	Bunches of 12
37	Wintergreen Radish	30-Jan	15	18 Bunches	\$54	Outside 18 of Bed	Bunches of 12
					<b>\$4,230</b>		

\*White Salad Avg Yield: When Components Combined = 3.0 Spk/cutting; Most Crops assume 80% of potential yield.



Thank You!

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Questions?