

**Design & Decision Making for Year-Round Market Vegetable
Production: Scale, Systems, Season Extension**

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**FOUR SEASON
TOOLS**

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Outline



- ❑ Sustainability must include economical sustainability
- ❑ Defining your business model
- ❑ Choosing the right scale
- ❑ How systems and season extension can be used for success
- ❑ How I've applied these concepts to my businesses

**Urban farms are the agriculture
classrooms in our cities**

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What if farmers get paid what they are worth?

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Urban farms are the agriculture
classrooms in our cities.

How can our classrooms be living examples of success?

Farms and gardens that are not
economically sustainable, are not
sustainable.

Design & Decision Making for Year-Round Market Vegetable Production

- ▣ Point of Sale
- ▣ Scale
- ▣ Systems
- ▣ Season Extension
- ▣ Appropriate Technology



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- ▣ POINT OF SALE
 - Defining your clients is the first step in defining your business model.
 - Selling to restaurants, through a CSA, or at a farmer's market are all DIFFERENT businesses and business models.
 - Focus on what you know you can succeed at



- ▣ SCALE
 - What is the successful scale based on your point of sale?
 - How can you determine what's scale appropriate, without first completely understand at what scale can you be successful?
 - "Expansion" is getting bigger, "Scaling Up" is when you can redefine your metrics.

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Thought on Scale

- ▣ SCALES in Farming
 - Hand Scale
 - Ex: Eliot Coleman & 30in Beds
 - Horsepower Scale
 - Ex: Farming with Walk-Behind Tractors, like a BCS
 - Hydraulic Scale
 - Ex: Tractors and Skid Steers
- ▣ How does focus vs. diversification apply to scale?
- ▣ Controlled condition growing with low tunnels, high tunnels, and greenhouse relevant to EVERY SCALE



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LAND vs. FARM LAND

- ▣ Are there out buildings?
- ▣ Housing?
- ▣ Frost-free Hydrants?
- ▣ Ponds
- ▣ Sufficient Electricity Throughout Property?
- ▣ Greenhouses?
- ▣ Wash / Pack?
- ▣ Cool / Cold Storage?
- ▣ Fencing?



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It's always easier to redevelop something
into what it previously was.

▣ SYSTEMS

- ▣ Implement an existing successful system first, then make it your own.
- ▣ 3 Keys Success for Small Business
 - ▣ People
 - ▣ Process
 - ▣ Product



▣ SEASON EXTENSION

- ▣ Length of season is a critical design decision
 - ▣ Outdoor Growing
 - ▣ Season Extension
 - ▣ Year-Round Farming
- ▣ It takes a lot of time and money to ramp up and ramp down for seasonal operation

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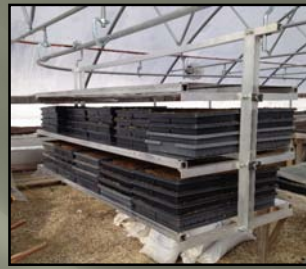
Appropriate Technology



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Material Handling



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Harvesting

Manual Harvesting



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Harvesting

Mechanized Harvesting



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Harvesting

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What Does FST Do?

We Build Year-Round Organic Farms

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SUSTAINABLE AGRICULTURE SOLUTIONS

MOVABLE & FIXED GREENHOUSES
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Heritage Prairie Market, IL



Plant House Capacity = 4-6 x Square Footage
1 Heated Plant House : 4 Unheated Movable Tunnels
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North Haven Island, ME



Fort Peck Native American Reservation, MT



Hoop Coop - Heritage Prairie Grazers, VT



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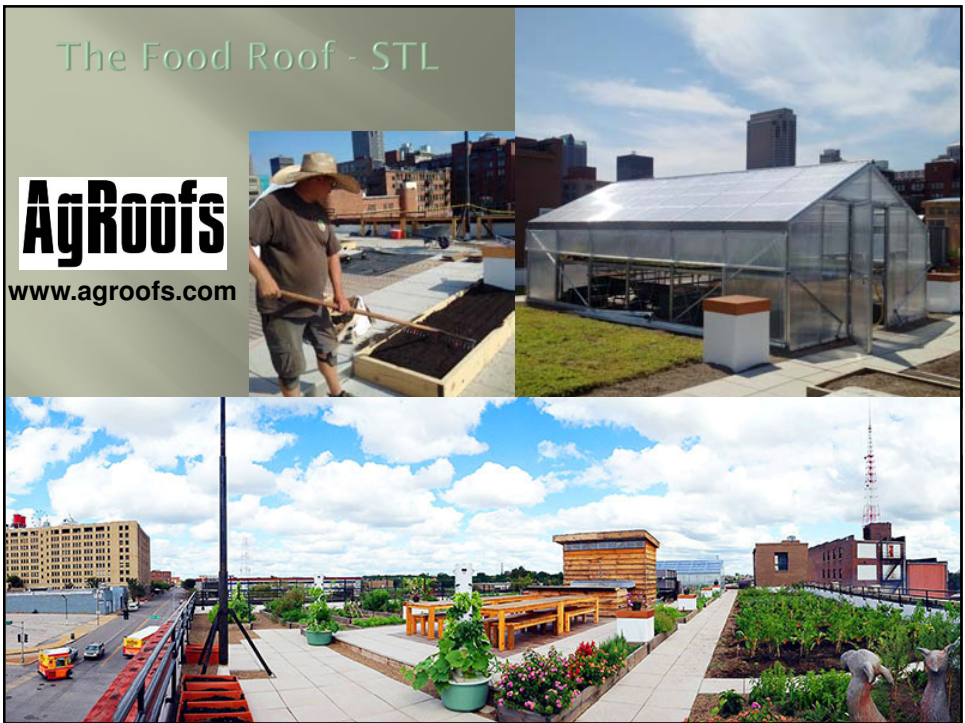
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Kansas City, Missouri



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Our Plan

- ▣ Four Season
- ▣ Organic / Natural
- ▣ City Bitty Brand
 - Microgreens
 - Cherry Tomatoes
 - Mini Vegetables
 - Blossoms
 - Herbs
- ▣ Grow to Order
 - Restaurants
 - Events
 - Community



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Land

**Goal:
Repurpose
Old Estate
into an
Urban Farm**



2 Acres
+ House / Office
+ 2 Outbuildings

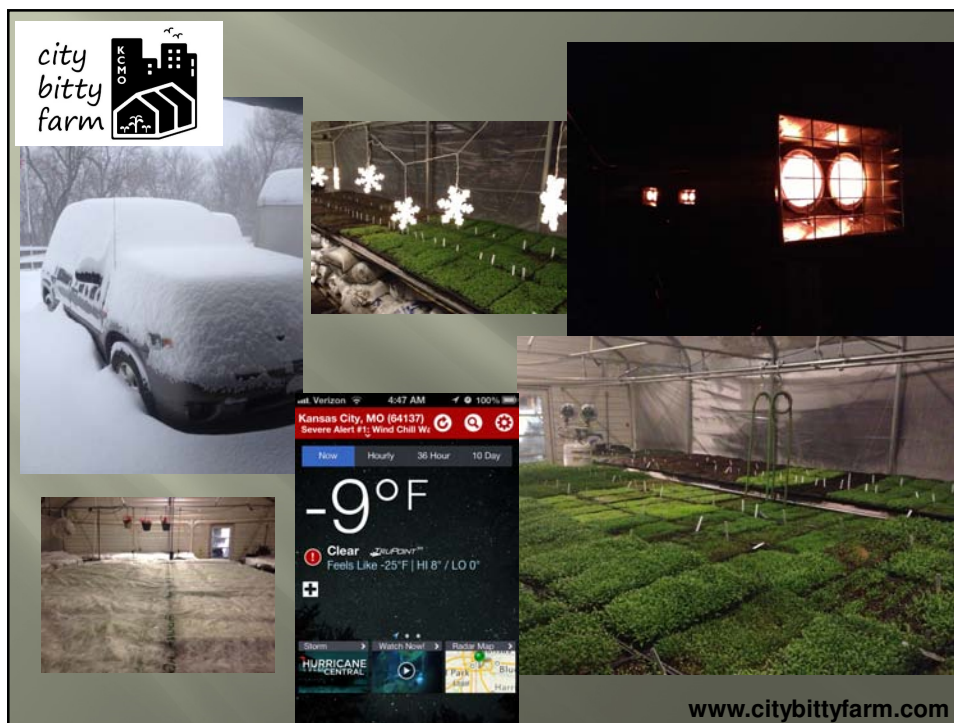
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THE PAST IS THE PAST
AND THE PRESENT IS OUR
ONLY OPPORTUNITY TO
INTERACT WITH THE FUTURE

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THANK YOU!



Questions?

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I'm Hiring!!!

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Join us for the Farm Tour
this weekend!

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