

FARM RECORD KEEPING CHECKLIST



YIELD TRACKING

- Capture raw yield coming in from the field, by crop. Optional include field/succession #, date, who was on the crew.**
 - Regular daily harvest
 - Harvest for specific outlet
 - Special one time harvest
- Digitize the data above into a spreadsheet of some kind**
- Total Yield by Crop (and by planting if that's fun for you)**

LABOR DATA

- Crew Time**
 - Labor by Activity: GH, Grow, Pick/Pack/Wash, Sell, Other
 - Labor by Crop or Sets of crops: options
 - Choose 1-4 of your Top Selling Crops to track
 - Choose 1-4 crops you are pretty sure are LOSERS, and see how bad it is
 - Pulsing = measure the whole farm on a few separate days of the season
 - Gather distinct individual metrics such as: filling flats in Greenhouse, opening and closing High Tunnels, chicken chores per day, time to transplant a flat of plants, time to wash a crate of loose greens etc.
- Owner Time**
 - Labor by Activity: Greenhouse, Grow, Pick/Pack/Wash, Sell, Other
 - Labor by Crop or Sets of crops: options
 - Choose 1-4 of your Top Selling Crops to track
 - Choose 1-4 crops you are pretty sure are LOSERS, and see how bad it is
- Does the above data need to be totaled or digitized?**

SALES DATA

- Wholesale Sales – usually by invoice**
- CSA Sales – usually by CSA management software**
- Farmers Market Sales:**
 - Are you using Square? Are you capturing individual crop sales?
 - Are you tracking product lost to “shrink”? or otherwise tracking what isn't getting sold?
 - Do you need to digitize or add up data collected on paper?
- Farm Store Sales:**
 - Are you using Square? Are you capturing individual crop sales?
 - Are you tracking product lost to “shrink”? or otherwise tracking what isn't getting sold?
 - Do you need to digitize or add up data collected on paper?
- Other Sales Activity**
 - Agritainment/Events

- PYO sales
 - Other
- Reselling Activity: it's a good idea to track these sales separately from your farm grown sales. This is the one thing you actually KNOW what it cost you to get! So track it, and make sure you are tracking the cost of those items as well.

EXPENSE DATA

- Step Zero = How you gonna track this? On paper, a spreadsheet or in an accounting software?
- Step One = Track all expenses by Category (supply, insurance, software)
- Step Two = Arrange your expenses into bigger buckets of Cost, Fixed Costs, Operating (variable) Cost, General and Administrative, Labor, One-Time (Capital Expenses).
- Step Two ½ = Consider whether you can and should be tracking your Enterprises separately. In Quickbooks language, this would be using Classes. Enterprises are: Vegetables, Cut Flowers, Eggs, Beef, Bees etc.
- Step 3 = Consider tracking/tagging/noticing specific costs that are related to individual crops: plastic sleeves for bunched flowers, pint boxes for cherry tomatoes,
- Step 4 = For the 1-4 crops you chose to track, you put together all the expense data that is specific to them for using in a Crop Costing Tool, or in Veggie Compass (or Livestock Compass etc)