



# DATABASE AND SOFTWARE MANAGEMENT TOOLS TO HELP YOUR FARM GROW

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FOOTPRINT FARM  
STARKSBORO, VT

NEVFC

DECEMBER 14, 2022

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# FOOTPRINT FARM

## Stats

Est 2013

Starksboro, Vermont

Zone 4

1.5 – 3 acres

Year-round mixed vegetable production, greens heavy

## Markets

CSA ~150 members, April – Dec

Niche wholesale + some Co-op





# WHAT IS A DATABASE

## AND WHY I MIGHT WANT ONE

# DATABASE

a systematic collection of data that is stored for easy access, management and updating

The screenshot displays a database application interface. At the top, there are navigation tabs for '2021', 'Data', 'Automations', and 'Interfaces'. Below these are filters for 'mail list', 'Add-Ons, Spring', 'Add-Ons, Summer', 'Add-Ons, Fall', 'Add-Ons, Winter', 'Waitlist', 'Store Only', and 'Membership History'. A sidebar on the left shows a list of records with columns for 'PICKUP DAY' (Tuesday) and 'PICKUP LOC' (Hinesbu). A detailed view of a record is shown on the right, titled 'Courtney & Adam'. The record details include:

- First Name: Courtney & Adam
- Last Name: Reckord
- Pickup Location: Hinesburg (Palmer's Sugar House)
- Email: cwreckord@gmail.com
- Additional Email: A@acdubs.com
- CSA Season(s): Summer, Fall, Winter, Spring
- Share Size: Regular
- Summer Add-Ons: + Add record
- Cheese: COUNT 29
- Fruit: COUNT 83

At the bottom of the sidebar, it indicates '60 records'.

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## TODAY'S DISCUSSION

Data collection and storage for future use

### **Case Studies from our Farm:**

Record Keeping, Budgeting,

Crop Planning, CSA management



# RECORD KEEPING (DATA COLLECTION)

- Record the data you NEED
  - Obligatory: Taxes, employee info, land/equipment/building records, etc
  - Elective: required by programs or organizations that you opt into. Certifications, grants, elective food safety, etc
  - Voluntary: Cost of production studies, weather tracking, etc
- Record the data in a manner that is EASY and ENJOYABLE (or at least not annoying)
  - Who is doing the recording
  - What information is needed
  - Where does the action/data happen
  - Why is it important
  - When does the data happen
  - How will the data get recorded

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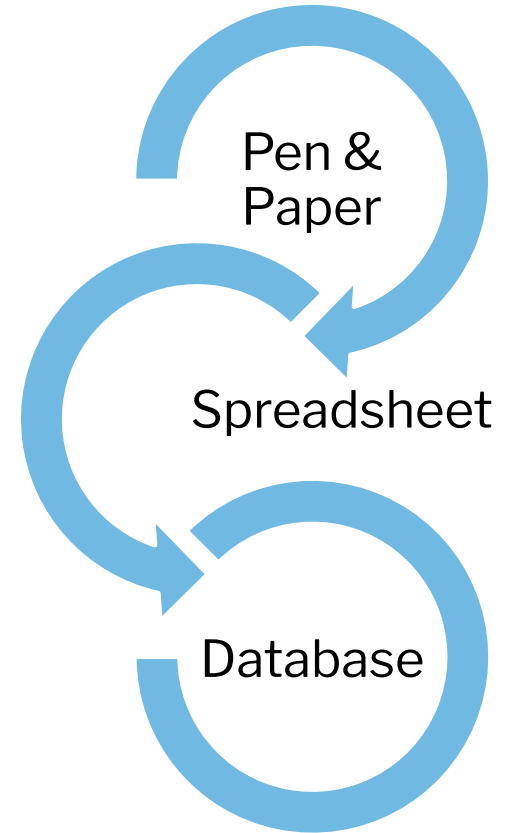
# FULL SPECTRUM DATABASES ARE SUPER SEXY

- Super sexy crop planning example: Tend
- Full spectrum services: planning, recording, task management, inventory, selling
- Usable on desktop or mobile with multiple users
- Apparently I'm the only one
  - Rural internet and cell service
  - We needed to input more info than we felt was necessary with the time we had



# DATA PHILOSOPHY ON OUR FARM

- Keep data in the lowest and easiest technology possible
  - Who will be looking at it, and how often
  - Will it need to be manipulated in the future





- 
- Our farm's preferred technologies:
    - Powerful off-season planning
    - Easy in-season adjustment
    - Paper in-season recording
      - Easy to read
    - Lowest technology to meet those needs



# RECORD KEEPING

## Lowest Technology

### Photographs

- CSA shares
- Bins headed to farmers market
- Whiteboard with packing numbers

Get fancy and make a folder for all your xyz photos



# RECORD KEEPING

Basic Technology

Pen and Paper

Harvest records

2020 harvest records

2020 harvest records

Harvest Date: 6/10/20		Crew: J T S N A		Totals	
Crop	Bed #	Order	Done ✓	Goal	Actual
Arugula	B4:15	1	✓	<del>30#</del> 22	17.3#
Basil					
Beets	HT2	3	✓	60bu	62
Bok Choy	B4: 21	2	✓	<del>35</del>	35
Broccoli, Bunching					
Broccoli, Heads					
Broccoli, Rabe	4:15	4	✓	All	26
Cabbage, Green					
Carrots, orange				<del>12bu</del>	
Chard	B4:17	2	✓	12bu	12
Cilantro					
Cucumber					
Fennel					
Garlic, Green					
Garlic, Scapes					
Kale, curly					
Kale, dino					
Kale, russian					
Lettuce, heads					
Lettuce, mini heads					
Onions					
Parsley					
Peas		5			-
Potato, red					
Potato, yellow					
Radish, red					
Salad Mix	H3:6	1	✓	30#	35.9
Scallions		6	✓	9bu	9bu
Spinach	B2:	7	✓	-	-
Strawberries	-	5	✓		4 pt
Turnip, salad					
Zesty Mix					
Zucchini/S.Squash					
Zucchini/S.Squash					
Ugly Choy	H2			24	
Radichio	H3	1	✓	6	6

Notes:  
GRAB FENNEL FRONDS



# FINANCIAL RECORDS

- Obligatory (taxes) □ A more powerful tool
- Quickbooks as a database
  - Recorded financial information
  - Stored for future use
  - Easy access for you and whoever else needs to use it
  - Also contains year to year information about customers, expenses, employees etc that you can use to inform future business decisions
- Online vs Desktop
  - Make it easy for those who use it most often
- Budgeting
  - Quickbooks tool isn't awesome for a farm's cash flow
  - Powerful excel workbook custom designed by a bookkeeper/CPA



# CROP PLANNING

- Elective, but must be accurate and accessible to keep up with elective certifications, ie Organic
- Lots of required data
  - Dates and amounts of: Seeding, amendments, transplants, side-dressing, cultivation, pest control, harvest, sales (and more)



	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	Planting Method	Harvest Stage	GH Sow Date	Days In Greenhouse	Field Sow Date	DTM	Harvest Window	First Harvest	Last Harvest	Planting Amount	Location	In-Row Spacing	In-Row Spacing Unit	Rows Per Bed	Flat/pot type
a, Fusion	TP	Full-Size	4/29/2019	21	5/20/2019	40	14	6/29/2019	7/13/2019	50	3: 23	12	in	4	PPT 6" (evo)
	TP		4/29/2019	28	5/27/2019	90	35	8/25/2019	9/29/2019	160	5: 11	24	in	2	72
	TP	Full-Size	4/29/2019	28	5/27/2019	56	28	7/22/2019	8/19/2019	100	5: 10,11	6	in	3	72
	TP	Full-Size	4/29/2019	14	5/13/2019	35	14	6/17/2019	7/1/2019	145	3: 27	4	in	5	PPT 4"
r	TP	Full-Size	5/6/2019	21	5/27/2019	42	14	7/8/2019	7/22/2019	50	5: 13	6	in	4	PPT 6"
a, Fusion	TP	Full-Size	5/6/2019	21	5/27/2019	42	14	7/8/2019	7/22/2019	50	5: 14	12	in	4	PPT 6" (evo)
	TP		5/6/2019	28	6/3/2019	50	21	7/23/2019	8/13/2019	50	5: 16	8	in	3	
	TP		5/6/2019	42	6/17/2019	42	150	7/29/2019	12/26/2019	50	4: 6	8	in	4	288
r	TP	Full-Size	5/13/2019	21	6/3/2019	40	14	7/13/2019	7/27/2019	50	5: 9	6	in	4	PPT 6"
a, Fusion	TP	Full-Size	5/13/2019	21	6/3/2019	42	14	7/15/2019	7/29/2019	75	4: 1	12	in	4	PPT 6" (evo)
	TP		5/13/2019	28	6/10/2019	42	28	7/22/2019	8/19/2019	100	4: 7	18	in	2	
	TP	Baby Leaf	5/13/2019	14	5/27/2019	35	14	7/1/2019	7/15/2019	130	3: 30	8	in	5	
	TP		5/13/2019	21	6/3/2019	42	28	7/15/2019	8/12/2019	140	5: 16	12	in	1	six packs
	TP		5/13/2019	21	6/3/2019	76	24	8/18/2019	9/11/2019	100	5: 19-23	18	in	1	six packs
	TP		5/13/2019	21	6/3/2019	95	24	9/6/2019	9/30/2019	100	5: 19-22	30	in	1	six packs
	TP		5/13/2019	21	6/3/2019	100	22	9/11/2019	10/3/2019	300	5: 19-23	30	in	1	six packs
	TP		5/13/2019	21	6/3/2019	110	8	9/21/2019	9/29/2019	100	5: 19-22	30	in	1	six packs
	TP		5/13/2019	21	6/3/2019	100	28	9/11/2019	10/9/2019	70	5: 19-21,23	30	in	1	six packs
r	TP	Full-Size	5/20/2019	21	6/10/2019	40	14	7/20/2019	8/3/2019	50	4: 2	6	in	4	PPT 6"
a, Fusion	TP	Full-Size	5/20/2019	21	6/10/2019	42	14	7/22/2019	8/5/2019	75	4: 2	12	in	4	PPT 6" (evo)
	TP		5/20/2019	28	6/17/2019	50	21	8/6/2019	8/27/2019	50	4: 6	8	in	3	
r	TP	Full-Size	5/27/2019	21	6/17/2019	40	14	7/27/2019	8/10/2019	50	4: 5	6	in	4	PPT 6"
a, Starfighter	TP	Full-Size	5/27/2019	21	6/17/2019	42	14	7/29/2019	8/12/2019	75	4: 4	12	in	4	PPT 6" (evo)
	TP	Head	5/27/2019	28	6/24/2019	63	14	8/26/2019	9/9/2019	100	4: 7	18	in	2	72
	TP		5/27/2019	28	6/24/2019	73	14	9/5/2019	9/19/2019	100	4: 7	18	in	2	72
	TP	Full-Size	5/27/2019	28	6/24/2019	28	30	7/22/2019	8/21/2019	100	4: 3	12	in	2	72
	TP	Full-Size	5/27/2019	28	6/24/2019	28	42	7/22/2019	9/2/2019	150	4: 4	12	in	2	72
	TP	Full-Size	5/27/2019	28	6/24/2019	56	28	8/19/2019	9/16/2019	100	4: 9	6	in	3	72
	TP		5/31/2019	17	6/17/2019	35	35	7/22/2019	8/26/2019	100	5: 17	18	in	1	six packs
	TP		5/31/2019	17	6/17/2019	35	35	7/22/2019	8/26/2019	80	5: 17	18	in	1	six packs
r	TP	Full-Size	6/3/2019	21	6/24/2019	40	14	8/3/2019	8/17/2019	50	3: 11	6	in	4	PPT 6"

Sorted by 5 fields | Color | Share view

# CROP PLANNING WITH AIRTABLE

- Cleaner, more fun than Excel
- More customizable for our needs
- Inexpensive (free or \$10+/month)
- Easy to read and create usable interfaces
- Link to our crop plan in proceedings write up

Crop	Variety	A P...	GH ...	Days In GH	Updated	Field Sow D...	D.	First Harvest					
Garlic	PPF Red	DS	10/17/2022		✓	10/17/2022	241	6/15/2023					
Garlic	Green Garlic	DS	10/17/2022		✓	10/17/2022	241	6/15/2023					
Garlic	Music	DS	10/17/2022		✓	10/17/2022	241	6/15/2023					
Leeks	Tadorna	TP	3/21/2022	63	✓	5/23/2022	110	9/10/2022					
Onions	Ailsa Craig	TP	3/21/2022	56	✓	5/16/2022	48	7/3/2022					
Onions	Bridger	TP	3/14/2022	56	✓	5/9/2022	90	8/7/2022					
Onions	Desert Sunrise	TP	8/15/2022	63	✓	10/17/2022	230	6/4/2023					
Onions	Gold Coin	TP	3/14/2022	56	✓	5/9/2022	70	7/18/2022					
Onions	Gold Coin	TP	4/4/2022	49	✓	5/23/2022	70	8/1/2022					
Onions	Monistrell	TP	3/21/2022	56	✓	5/16/2022	65	7/20/2022					
Onions	Patterson	TP	3/21/2022	56	✓	5/16/2022	95	8/19/2022					
Onions	Red Carpet	TP	3/21/2022	56	✓	5/16/2022	100	8/24/2022					
Onions	T-448	TP	8/15/2022	63	✓	10/17/2022	230	6/4/2023					
Scallions	Deep Purple	TP	8/15/2022	63	✓	10/17/2022	230	6/4/2023					
Scallions	Guardzman	TP	8/15/2022	63	✓	10/17/2022	231	6/5/2023					
Scallions	Parade	TP	3/21/2022	49	✓	5/9/2022	53	7/1/2022					
Scallions	Parade	TP	4/4/2022	49	✓	5/23/2022	53	7/15/2022					
Scallions	Parade	TP	6/13/2022	49	✓	8/1/2022	53	9/23/2022					
Scallions	Parade	TP	10/10/2022	49	✓	11/28/2022	53	1/20/2023					
Record review	20	Matador	Allium	Shallots	Matador	TP	3/21/2022	56	✓	5/16/2022	92	8/16/2022	9
Record summary	21	Crispino	Aster	Lettuce	Crispino	TP	4/8/2022	24	✓	5/2/2022	57	6/28/2022	7

Find a view

- Grid view
- Greenhouse Calendar
- Field Planting Calendar
- Amendment Calendar
- GH Calendar
- FD calendar
- Harvest Calendar

Create a view

- Grid
- Form
- Calendar
- Gallery
- Kanban
- Timeline
- Gantt
- New section

Create an interface

- Record review
- Record summary
- Dashboard
- Blank

	Name	Field Sow ...	Actual...	Location	Bed ft	# Rows	In-Row	# Trays	Planting Notes	Seeder Plate info
126	Dunja	5/16/2022	5/17/2022	HT 2:6 HT 2:1	180	1	18	25.00		
Rectangular Tray										
WEEK, FD 21 Count 9										
127	Cruiser	5/23/2022		4:10	25	6	1	Infinity		Earthway Cilantro
128	Salad DMR Mix	5/23/2022		2:2 2:1	100	8	1	Infinity	Spring Mix	XY 24, 10R 13F
129	Zesty	5/23/2022		4:13	75	8	1	Infinity	Summer Mix	X 24, 10R 13F
130	Brilliant	5/23/2022		4:12 4:11	150	2	6	2.71		
131	Tadorna	5/23/2022		4:3	100	3	6	2.60	With a stick or dibble, make ...	
132	Salanova Summe...	5/23/2022		4:18	50	4	6	3.59		
133	Gold Coin	5/23/2022		4:3	25	4	6	1.80		
134	Parade	5/23/2022		4:3	25	6	6	4.79		
135	Lizard	5/23/2022		2:1	100	5	4	5.97		
WEEK, FD 22 Count 8										
136	Astro	5/30/2022		4:21	50	7	1	Infinity		X 24, 10R 13F
137	Rainbow	5/30/2022		4:20	50	5	2	Infinity		XY 24, 11R 11F
138	Naval	5/30/2022		4:20 4:19	150	5	2	Infinity		XY 24, 11R 11F
139	Salad DMR Mix	5/30/2022		2:2	100	8	1	Infinity	Spring Mix	XY 24, 10R 13F
140	Head Lettuce 1	5/30/2022		2:3	100	3	12	2.70		
	+ Add...	Summe...	5/30/2022	2:3	50	4	6	3.59		



Find a view

Grid view

Create a view

- Grid
- Form
- Calendar
- Gallery
- Kanban
- Timeline
- Gantt
- Section

Create an inter...

- Record review
- Record sum...

	Name	Varieties	Longevity	Source
1	Rosaceae	Chandler		<a href="https://www.highmowings...">https://www.highmowings...</a>
2	Allium	Parade Green Garlic Mus	1 year	<a href="https://www.highmowings...">https://www.highmowings...</a>
3	Umbel	Cruiser Cruiser Cruiser	3 years	<a href="https://www.highmowings...">https://www.highmowings...</a>
4	Brassica	Sora Buscaro BC1611 Z	3 years	<a href="https://www.highmowings...">https://www.highmowings...</a>
5	Aster	Little Gems - Shoulder Ber	5 years	<a href="https://www.highmowings...">https://www.highmowings...</a>
6	Chenopod	Bright Lights Red Ace Su	4 years	<a href="https://www.highmowings...">https://www.highmowings...</a>
7	Solanaceae	NuMex Joe E Parker Sunpe	peppers 2 years, tomatoes ...	<a href="https://www.highmowings...">https://www.highmowings...</a>
8	Fabaceae	Provider Provider Northe	3 years	<a href="https://www.highmowings...">https://www.highmowings...</a>
9	Cucurbit	Bristol Bristol Corinto G	4 years	<a href="https://www.highmowings...">https://www.highmowings...</a>
10	Lamiaceae	Genovese Genovese Pros		
11	Mallow		2 years	<a href="https://www.highmowings...">https://www.highmowings...</a>
12	Honeysuckle			
+				

Find a view	Name	Planned...	Seed Company	Mix?	Pelleted?	Total Seed Nee...	Seeds/oz	Convert t...	Packet Size	Packet Unit
	1 Chandler	Chandler	Nourse			990.0		990.00	1.0	
	2 FPF Red	FPF Red	FPF			600.0		600.00		ea
	3 Music	Music	FPF			2700.0		2700.00		
	4 Russian Red		FPF			0.0		0.00		
	5 Bridger	Bridger	Johnnys		✓	690.0		690.00	1000.0	ea
	6 Evergreen Hardy White					0.0		0.00		
	7 Napoli	Napoli Napoli	High Mowing			32040.0		32040.00	25000.0	ea
	8 Red Russian		Johnnys			0.0	8900	0.00	1.0	oz
	9 Zesty	Zesty Zesty Ze	Johnnys	■		189255.8		189255.76		
	10 Li Ren Choi					0.0		0.00		
	11 Tokyo Bekana	Tokyo Bekana	Johnnys			225.0		225.00	250.0	ea
	12 Carlton	Carlton	Johnnys			225.0		225.00	321.0	ea
	13 Red Ace	Red Ace Red Ac	Johnnys			14679.0		14679.00	25000.0	ea
	14 Hakurei	Hakurei Hakurei	Johnnys			28908.0	11117	2.60	1.0	oz
	15 Sora	Sora Sora Sora	Johnnys			23989.5		23989.50	5000.0	ea
	16 Little Gems - Shoulder	Little Gems - Shc	Johnnys	■		4071.0		4071.00		
	17 Arugula	Arugula Arugula	Johnnys			116138.1	18200	6.38	4.0	oz
	18 Spring Raab	Spring Raab Spr	High Mowing			2640.0	17000	0.16	0.5	oz
	19 Polbig					0.0		0.00		
	20 Abundant Bloomsdale					0.0		0.00		
	21 Black Summer	Black Summer B	Johnnys			2089.2		2089.20	1000.0	ea
	22 D'Avignon					0.0		0.00		

- Grid view
- Seed search audit
- By Seed Company
- Mixes

- Create a view
- Grid
  - Form
  - Calendar
  - Gallery
  - Kanban
  - Timeline
  - Gantt
  - Section

- Create an inter...
- Record review
  - Record sum...

Find a view

- Grid view
- Seed search audit
- By Seed Comp... ✓
- Mixes

Create a view

- Grid +
- Form +
- Calendar +
- Gallery +
- Kanban +
- Timeline +
- Gantt +
- Section +

Create an inter...

- Record review +
- Record sum... +

	Name	Ord...	Restock ...	In stoc...	Total Seed Needed	Product ID	OG?	Pellete...	Seeds/oz	Convert to oz	Packet Size
SEED COMPANY											
Johnnys Count 74											
1	Gazelle			✗	1620.0	2550X				1620.00	5000.0 ea
2	Ailsa Craig	✓		✗	2070.0	485JP	✓			2070.00	1000.0 ea
3	Bridger	✓		✗	690.0	2545JP		✓		690.00	1000.0 ea
4	Deep Purple	✓		✗	2484.0	491G	✓			2484.00	5000.0 ea
5	Desert Sunrise	✓		✗	414.0	303				414.00	1000.0 ea
6	Guardman	✓		✗	2484.0	29			6006	0.41	1.0 oz
7	Monistrell	✓		✗	1035.0	3362G	✓			1035.00	1000.0 ea
8	Patterson	✓		✗	2070.0	3360GP	✓	✓		2070.00	1000.0 ea
9	Red Carpet	✓		✗	1035.0	3402GP	✓	✓		1035.00	1000.0 ea
10	T-448	✓		✗	1242.0					1242.00	
11	Tadorna	✓		✗	780.0		✓			780.00	
12	Gold Coin	✓		✗	1380.0				8000	0.17	
13	Parade	✓		✗	12420.0	3850G	✓			12420.00	5000.0 ea
14	Leonardo	✓		✗	345.0					345.00	
15	Crispino	✓		✗	517.5		✓			517.50	
16	Benefine	✓		✗	793.5	3421GP	✓	✓		793.50	
17	Newham	✓		✗	1150.0		✓			1150.00	
18	Caraflex	✓		✓	62.5	109G	✓			62.50	50.0 ea
19	Carlton	✓		✗	225.0	3872				225.00	321.0 ea
20	Emerald Crown	✓		✗	125.0					125.00	

FPF Crop Plan 2022									
Data Automations Interfaces									
Crop Plan Location Seed Order Seed Order: Mixes Mixes Printable Value by Crop Seed Longevity Seeder Flat Table 10									
Views Seed search audit Hide fields Filtered by Planned Successions, OG? Group Sorted by 1 field Color Share view									
Find a view	Name	Planned...	Seed Com...	Audit	Notes	OG?	Mix?	Pelleted?	
Grid view	1	Bright Lights	Bright Lights	Johnnys	Variety not available	most consistent variety			✓
Seed search au...	2	Hakurei	Hakurei	Johnnys	Variety not available	HMO has Tokyo market OG			
By Seed Company	3	Denali	Denali	Johnnys	Variety not available	good for fall production			
Mixes	4	Bridger	Bridger	Johnnys	Variety not available	earliest onion available			✓
Create a view	5	Albion	Albion	Johnnys	Need Pelleted	there is a 1M size and 5M			✓
Grid	6	Black Summer	Black Summer	Johnnys	Variety not available	most consistent variety we've tried			
Form	7	Red Ace	Red Ace	Johnnys	Variety not available	No organic available this year			
Calendar	8	Black Magic	Black Magic	Johnnys	Variety not available	most consistent variety we've tried			
Gallery	9	Li Ren Choy	Li Ren Choy	Johnnys	Variety not available	consistent, good size			
Kanban	10	Guardsman	Guardsman	Johnnys	Variety not available	overwinters well			
Timeline	11	Kolibri	Kolibri	Johnnys	Variety not available	overwinters well			
Gantt	12	Cruiser	Cruiser	Johnnys	Variety not available	consistent			
Section	13	Ace	Ace	Johnnys	Variety not available	early ripening			
Create an inter...	14	Sungold	Sungold	Johnnys	Variety not available	fan favorite			
	15	Carlton	Carlton	Johnnys	Variety not available	variety			
	16	T-448	T-448	Johnnys	Variety not available	overwinters well			
	17	Gazelle	Gazelle	Johnnys	Variety not available	Cupped leaves, lightweight, better fo...			
	18	Winterbor	Winterbor	Johnnys	Variety not available	overwinters well			
	19	Bristol	Bristol	Johnnys	Variety not available	consistent size, good for MNFC			

## Field Planting Calendar

Name	Field Sow Date	Actual Field Date	Location	Bed ft	# Rows	In-Row	# Trays	Planting Notes	Seeder Plate info
Week, FD: 8									
Napoli	2/24/...		GH 6 GH 5 GH 4 GH 3 GH 2 GH 1	120	4	2	Infinity	alongside tomatoes; cover with row cover until germ	XY 24, 11R 11F
Week, FD: 9									
Arugula	3/1/2...	3/8	HT 1.5	45	8	2	8.59		
Li Ren Choy	3/1/2...	3/4	HT 2.1	45	3	4	1.61		
Tokyo Bekana	3/1/2...	3/4	HT 2.1	45	2	6	0.72		
Salanova Spring Mix	3/1/2...	3/4	HT 1.4	90	4	6	2.86		
Sora	3/1/2...	3/4	HT 1.4	90	3	2	6.44	Alongside Salanova 3/1	
Hakurei	3/1/2...	3/4	HT 1.3	90	4	4	4.30	leave room for salanova	
Zesty Spring Mix	3/1/2...	3/8	HT 1.5	45	8	2	8.59		
Spring Raab	3/1/2...	3/8	HT 1.2	90	5	6	3.75		
Week, FD: 10									
Arugula	3/8/2...	3/10	HT 2.4	45	12	1	Infinity		F24, R10, 11F
Dark Red Norland	3/8/2...	3/16	HT 4.2	90	2	8	Infinity		
Zesty Summer Mix	3/8/2...	3/10	HT 1.2 HT 2.4	45	12 10	1	Infinity	Summer Mix	XY 24, R 10, F13
Arugula	3/8/2...	3/16	HT 2.2	45	8	2	8.59		
Touchstone Gold	3/8/2...	3/13	HT 4.6	90	3	4	3.22		

- Sorted and printed easily from Airtable
- Only print most important information
- Write in the Rain paper
- Necessary tools in pouch in binder
- Actuals are input to Airtable at the end of the year, paper is tossed

# CSA CUSTOMER TRACKING

- Accurate sign-up/share information
- Invoicing
- Contact information
- Bio data for retention



# CSA CUSTOMER TRACKING + AIRTABLE

- LOVE as a database for historical and bio data
- Too complicated to track complex CSA signups
- Redundancy in sign up and invoicing
  - 220 sign ups, avg 30-60 min admin time per customer = 100-200 hours times \$25/hr = \$5,000

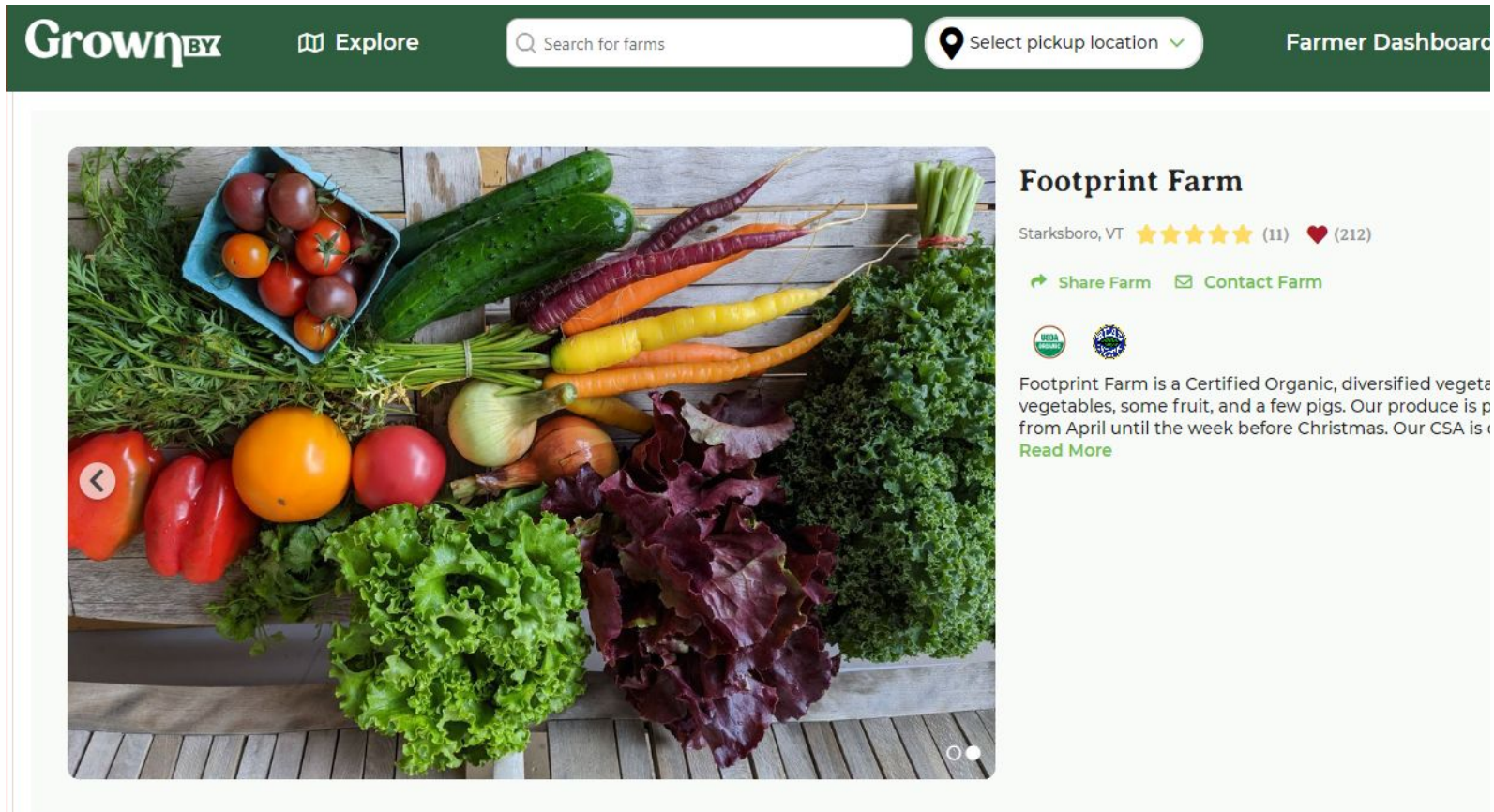
The screenshot displays the Airtable interface for a CSA customer record. The record is for Courtney & Adam, with a last name of Reckord. The pickup location is Hinesburg (Palmer's Sugar House). The email address is cwreckord@gmail.com, and an additional email is A@acdubs.com. The record is associated with four CSA seasons: Summer, Fall, Winter, and Spring. Below the record, there is a table of Summer Add-Ons with counts for Cheese (29) and Fruit (83).

CSA Season(s)
Summer
Fall
Winter
Spring

Summer Add-Ons		
Cheese	COUNT	29
Fruit	COUNT	83

# GROWNBY CSA MANAGEMENT & ONLINE SALES

- Online CSA signups, management
- Online store for weekly sales
- Price is about 5% per transaction
  - 2022 about \$5,000 for CSA shares
- Does not easily export data for retention or budgeting related purposes
  - Working on integrations



The screenshot displays the GrownBy website interface. At the top, there is a dark green navigation bar with the GrownBy logo, an 'Explore' button, a search bar for farms, a location selector, and a 'Farmer Dashboard' link. Below the navigation bar is a large image of a wooden crate filled with fresh vegetables, including tomatoes, cucumbers, carrots, bell peppers, onions, and various leafy greens. To the right of the image, the profile for 'Footprint Farm' is shown, including its location (Starksboro, VT), a 5-star rating with 11 reviews, and 212 likes. There are buttons for 'Share Farm' and 'Contact Farm', along with organic certification logos. A short description of the farm's produce is also visible.





THANKS!  
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@HABITFARMING

TAYLOR MENDELL  
FOOTPRINT FARM  
STARSBORO, VT

NEVFC  
DECEMBER 14, 2022



## BONUS: OTHER AIRTABLE APPLICATIONS THAT WE'VE BUILT

- Amendment calculator
- Cover crop toolbox
- Employee time sheet
- Pork share sign ups
- Layer hen data tracking
- Irrigation log