



How I Doubled Production Area in Two Years & Why Organic Certification Was Important

Scott Thellman
2015 Great Plains Growers Conference

About Me

- Owner of Juniper Hill Farms, LLC
- 2014 graduate of ISU
 - Agricultural Business
 - Agronomy
 - Agricultural Entrepreneurship
- Agricultural Entrepreneur
- Interests in post harvest handling, marketing, storage, and distribution of local and regional foods.



Background

- Raised in Lawrence, Kansas.
- Moved with family to rural Douglas County, Kansas in 1999.
- Became interested in agriculture as a kid.
- Began working at different agricultural operations in my area as a teenager.
 - Sweet corn, vegetables, cattle, row crops



Background

- Became interested in starting my own farm.
- Purchased some old hay equipment with savings from summer jobs.
- Baled 20 acres of hay in 2006, and sold it quickly.
- Saw my opportunity to enter into farming!



Background

- Expanded hay operations throughout high school.
- Graduated high school in 2009, and produced 10,000 small square bales that summer.
- Entered into vegetable operations in 2010 with the construction of our first high tunnel.
- Started schooling at Iowa State in the fall of 2010.



Background

- Constructed second high tunnel in 2011, and grew on one acre.
 - Primarily marketed crops at farmers market's.
- Expanded to two acres of vegetables in 2012, and focused on direct sale to grocers and restaurants.
- Partial USDA Organic Certification of farm in 2012.
- Increased hay production to 500 acres.



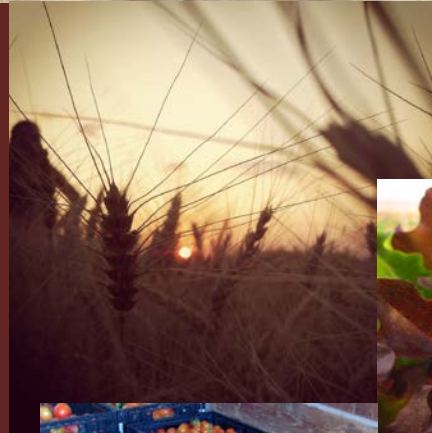
Today we...

- Produce 900 acres hay and alfalfa.
 - 1,750 round bales and 3,000 square bales in 2014.
- Grow 5 acres of USDA Certified Organic vegetables.
 - Serving four grocery stores, eight restaurants, one wholesale grocer, and a food bank.
 - Harvested over 35,000 lbs of produce for fresh market distribution in 2014.
- Provide agricultural consulting services, hay and vegetable brokering services, and custom hire services to over 100 customers around the region.



Crops We Grow

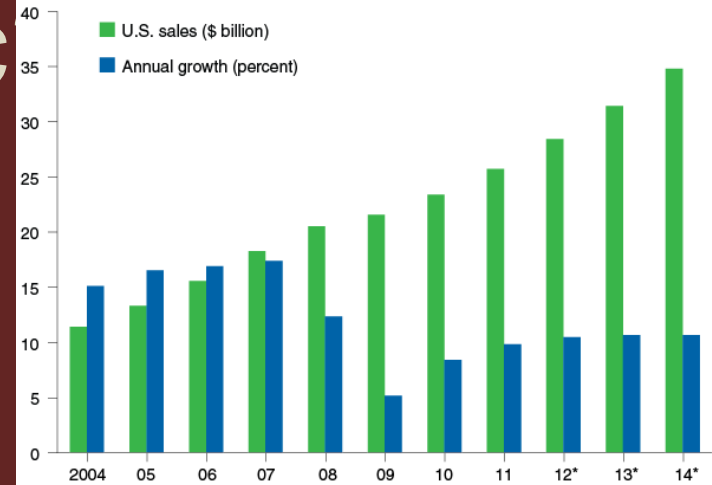
- Hay and alfalfa
- Small grains and soybeans
- Hops
- Vegetables
 - Tomatoes, potatoes, onions, bell peppers, cabbage, beets, head lettuce, leaf lettuce and greens, cilantro, kale, beets, radishes, zucchini, winter squash, and more!



So Why Go Organic

- Organic sales in the US hit \$32.3 Billion in 2013
 - 4% of total food sales in the US
- Projected market growth of 14% by 2018
- Organic consumers are increasingly mainstream
 - Tired of the “All Natural” label
 - Want to know that their food was raised right.
- If the market demands it, grow it!

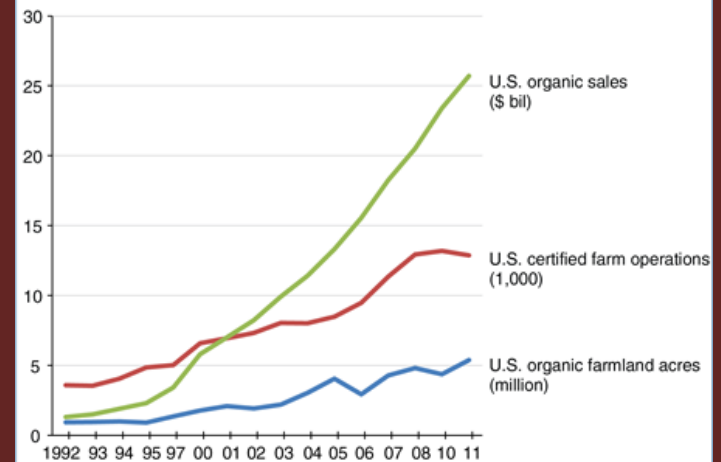
U.S. organic food sales reached \$28 billion in 2012



*Estimated.

Source: USDA, Economic Research Service using data from *Nutrition Business Journal*, 2013.

U.S. organic farmland acres, number of operations, and sales, 1992-2011



Source: USDA, Economic Research Service; Natural Foods Merchandiser; and *Nutrition Business Journal*.



Organic Matters!

- If you grow naturally, why not certified organically?
- Certified Organic produce opens new marketing doors.
- You can get that 20% premium you've been hearing about!

Certified Organic
production is
easier and less
expensive than
you think!



2011

1/4 Acre

2012

1 Acre

2014

5 Acres

2013

2 Acres

2015

15 Acres



How are we doing this?

- Pre Season
 - Crop Planning
 - Labor Planning
 - Crop Budgets
 - Marking
- Infrastructure Planning
- Equipment Planning
- TAKING THE RISK!
- Post Season
 - Record Keeping Review
 - Sales Data Review
 - Follow-up Conversations With Our Customers
 - Revenue Tracking
 - Equipment Review
- Measuring how our risk paid off!

“It’s not hard to plant an acre of Kale, it’s hard to do everything else



Record Keeping!



Keeping Good Records

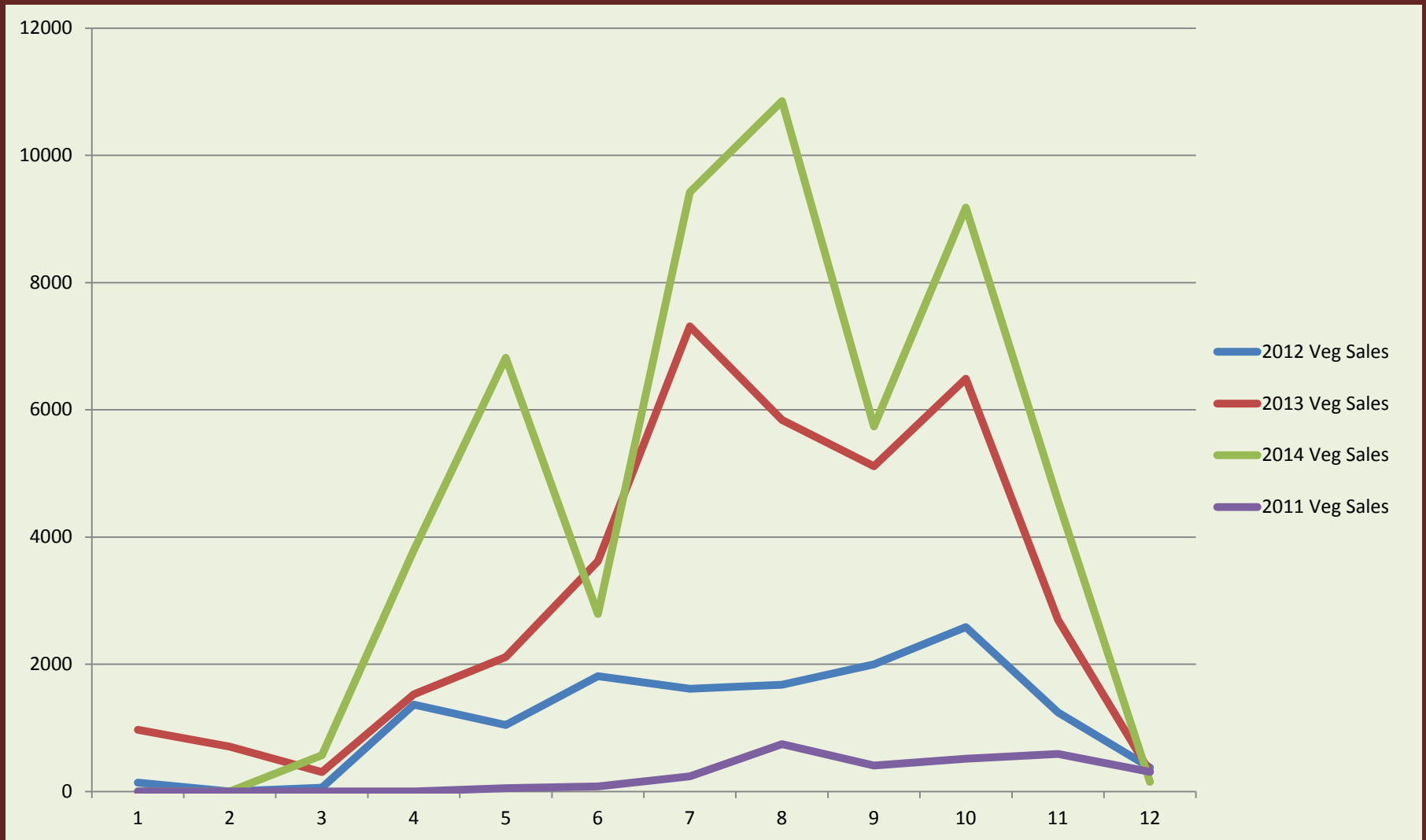
- Record keeping in the field, and in the office is key to your success!
- Without history, you cannot see the future.
- Yields of crops, sales, peak harvests all are key items to track.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
1	JHF 2013 Tomato Yield Data:																											
2																												
3																												
4	Date:	Harvest #	Martha Washington	Cherokee Purple	Japanese Black	Striped German	Brandywine	German Johnson	Jasper (F1)	Yellow Mini	Defiant PHR (F1)	Oregon Spring	Monica	Total Weight	Total Yield To Date:													
5	6/27/13																											
6	7/1/13		1.6	1.15	1.1	2.5				1.15	1.25	1.15	1.5	1.45	8.5													
7	7/5/13		2	1.5	2.55	1.5	1.55		0.25	0.75	1.0	2.25	1.35	5.4	1.6	20.38												
8	7/9/13		3.25	1.6		0.75	1.05	0.7				3	1.75	0.8	1.8	1.0	2.75											
9	7/11/13		3	4.1	0.8	0.2	0.5			0.8	2.85	1.85	21.1	5.4	3.4	0.3	2.3											
10	7/15/13		5.1	29.2	1.7	4.65	2.9	2.1		1.8	12.1	4.2	4.4	25.2	45.6	11.1	21											
11	7/18/13		7.25	32	6.8	6.5	8.2	7.2				5.8	24.65	36.4	24.4	10.2	7											
12	7/22/13		33.1	48.8	10.3	7.1	9.9					5.32	22.9	35.1	113.4	2.5	10											
13	7/25/13		25.8	16	12.4	3	3	6.7	6.75	6	6.5	7.3	198	22.4	40	30												
14	7/28/13		20	4		3.25	11		5.75	5.2	4.4	0		127	45.4	25.3	40											
15	8/1/13		19.8	33.8	28.5	4.13	5.55	3.25				4.11	11.7	30	10	9.33	4.9											
16	8/5/13		15.1	20		2.1	2.5	2.8		5.75	6.5	5	16.5	41	105.5	10	5											
17	8/9/13		4.5	3.5	0.5	24.2	2.08	2.2	2.31	8.5		1.46	1.56	10	2.95	11.4	199											
18	8/12/13		16.1	39		78	5.1	12	7.35	10		5.1	13.2	196	77	5	140											
19	8/15/13		25	68.5	1	21.4	14.3	21	1.3			11.2	18.35	84.3	58.5	20.8	37.4											
20	8/19/13		10	45		4	3	32	4			5.8	17.8	59	41		5											
21	8/22/13		10	12	2.25		3.1	3	3.3	3.4		6.3	14.1	72	32	8.15	4											
22	8/26/13		11.15	25.5	1.6	18.2	1.8	12.9				19.6	21.4	21.5	3.5	4.1	23.1											
23	8/28/13		12	14.5	5.15	11.5	6	8.55	1.08	2.98	0.95	1.98	5.7	5.1	12.8	10.9	10.5											
24	9/2/13		17	25.1	18.4	2.25	22.4	13	4.65	3.42	4.72	5.7	3.95	15.7	9.4	13.1	164.1											
25	9/6/13		18	19.9	18.8	26.4	12.35	5.82	1.07	4.52	1.65	1.84	10.4	6.88	20.2	10	18.3											
26	9/9/13		19	20.8	8.02	17.3	12.9	2.75	3.74	2.85	3.97	11	10.2	11.6	5.81	103	11											
27	9/12/13		20	44.8	3	5.5	27.5	5.06	4.95	7.16	2.1	7.31	4.05	10.4	9.35	11.2	251.2											
28	9/16/13		21	31.1	4.2	6.58	16.8	4.36	4.56	127	2.11	7.1	6.0	10.6	4.81	21.4	21.8											
29	9/19/13		22	5.2	3.95	1.41	8.08	2.74	1.50	1.01	0.48	1.49	2.05	0.52	5.4	2.23	8.5											
30	9/23/13		23	12	3.6	4.47	27.5	3.20	4.65	4.55	10.8	8.91	10	9.96	11	15.6	12.2											
31	9/26/13		24	3.65	5.22	4.1	37.1	3.13	4.71	3	6.26	1.81	16.1	10.1	10.1	22.4	22.4											
32	9/30/13		25	26	12	11	102	29	10	1	1	21	6	61	35.8	25.7	21											
33	10/4/13		26	29.7	48.4	1	61.3	17.2	16.4	2.08	22.2	7.58	27.6	9.6	11	10.4	28.7											
34	10/9/13	27 & 28*	27	30	32	107	41	34	20	14	44	15	31	15	10	21.8	28.3											
35	10/16/13		29	23.9	21.7	14.8	19.5	17.5								18.4	38.5											
36	10/21/13		30	2.42	3.60		1.13	0.9								9.7	2.15											
37	10/26/13	31**		3	4		4	8								14												
38	10/28/13	32***		132	60		86	120								75												
39	11/4/13		32													27												
40	11/8/13		33													35												
41				720	781	362	674	303	241	168	187	34.1	200	77.7	216	281	0	328	0	1744	808	156	228	583	326	4317	3660	
42				none		836		547		354		234		293		281		328		1553.05		303		909		4317		

2013 JHF Tomato Plant Count				As of 5/27/13	
Variety	# GA1	# GA3	# HH1	Total Plants	
Martha Washington		62	0	15	77
Cherokee Purple		31	31	15	77
Japanese Black		15	0	10	25
Striped German		16	0	9	25
Brandywine		0	16	10	26
German Johnson		0	15	0	15
Jasper (F1)		15	0	27	42
Yellow Mini		16	0	17	33
Defiant PHR (F1)		0	41	14	55
Monica		0	31	0	31
Oregon Spring		0	31	0	31
TOTAL PLANTS				437	

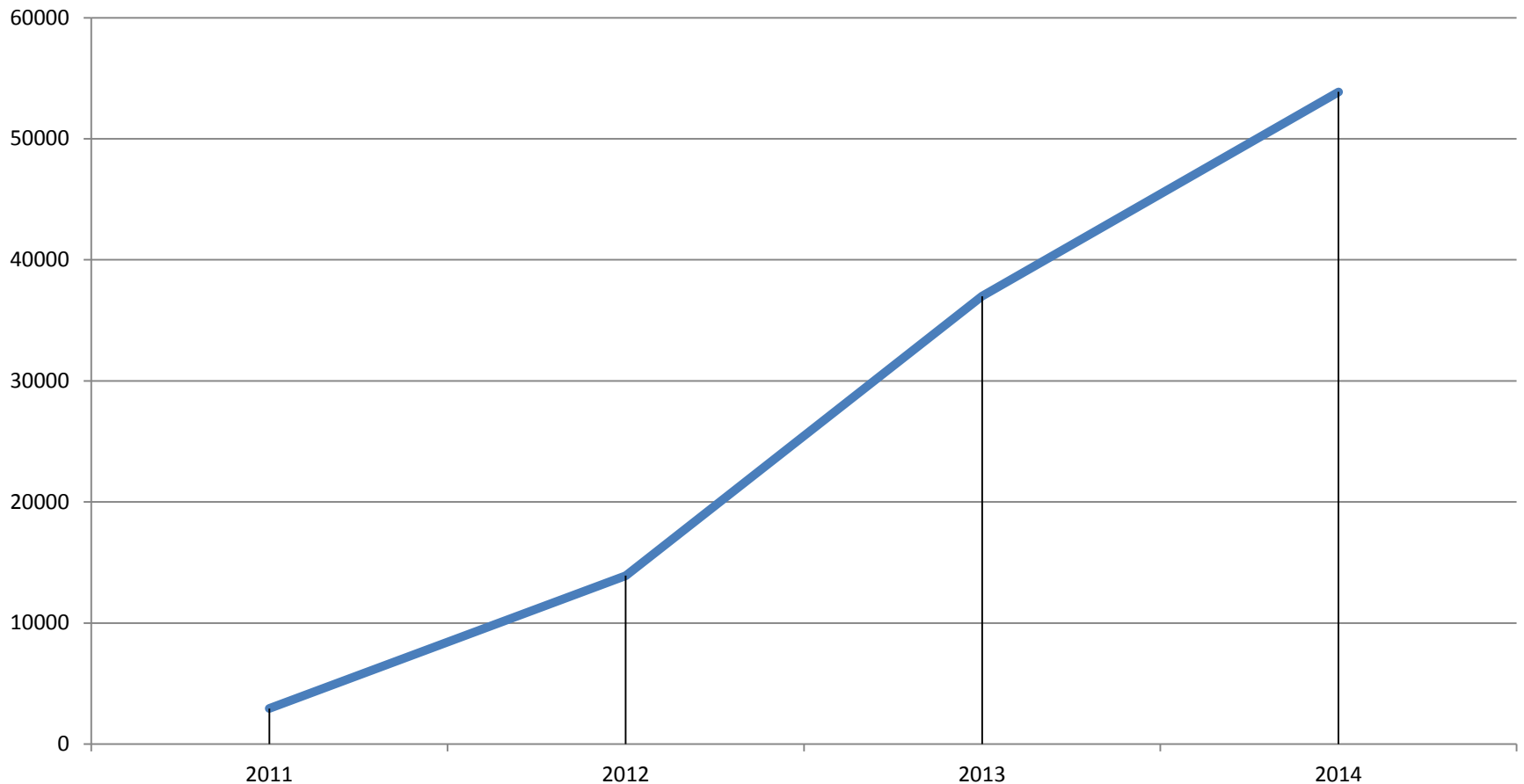


JHF's Vegetable Growth



JHF's Vegetable Growth

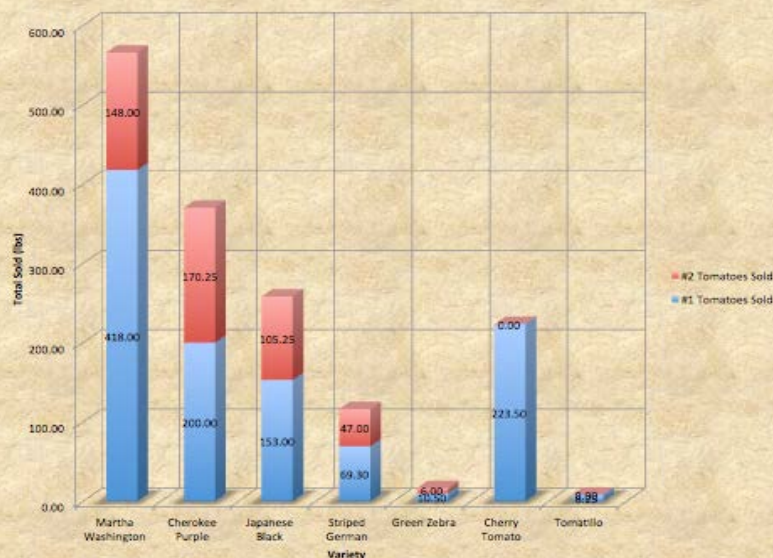
Vegetable Sales Growth



2012 Tomato Yield Data:

Variety:	#1 Tomatoes Sold (lbs):	#2 Tomatoes Sold (lbs):	Total Sold (lbs):	% #1	% #2	% of Tomato Sales:	# of Plants:	Yield (lbs)/Plant:
Martha Washington	418.00	148.00	566.00	73.9%	26.1%	36.30%	30	18.87
Cherokee Purple	200.00	170.25	370.25	54.0%	46.0%	23.75%	30	12.34
Japanese Black	153.00	105.25	258.25	59.2%	40.8%	16.56%	15	17.22
Striped German	69.30	47.00	116.30	59.6%	40.4%	7.46%	8	14.54
Green Zebra	10.50	6.00	16.50	63.6%	36.4%	1.06%	8	2.06
Cherry Tomato	223.50	0.00	223.50	100.0%	0.0%	14.34%	16	13.97
Tomatillo	8.25	0.00	8.25	100.0%	0.0%	0.53%	8	1.03
Totals:	1082.55	476.50	1559.05	69.4%	30.6%		115	13.56

Tomato Sales by Grade



Tomato Revenues by Grade



2013 Tomato Price Data:

Variety:	#1 Tomatoes Harvested (lbs):	#2 Tomatoes Harvested (lbs):	Total Harvested (lbs):	% of Total Tomatoes Harvested:	% #1:	% #2:	#1 Avg \$/lb:	#2 Avg \$/lb:	Avg \$/lb:	# of Plants:	Yield (lbs)/Plant:
Martha Washington	576.68	772.80	1349.48	17.31%	42.7%	57.3%	\$2.59	\$1.23	\$1.81	77	17.53
Cherokee Purple	99.83	669.70	769.53	9.87%	13.0%	87.0%	\$2.59	\$1.23	\$1.41	77	9.99
Japanese Black	235.08	233.44	468.52	6.01%	50.2%	49.8%	\$2.59	\$1.23	\$1.91	25	18.74
Striped German	41.55	186.74	228.29	2.93%	18.2%	81.8%	\$2.59	\$1.23	\$1.48	25	9.13
Brandy-wine	34.08	199.51	233.59	3.00%	14.6%	85.4%	\$2.59	\$1.23	\$1.43	26	8.98
German Johnson	77.76	215.53	293.29	3.76%	26.5%	73.5%	\$2.59	\$1.23	\$1.59	15	19.55
Jasper (F1)	281.20	0.00	281.20	3.61%	100.0%	0.0%	\$3.00	\$0.00	\$3.00	42	6.70
Yellow Mini	328.29	0.00	328.29	4.21%	100.0%	0.0%	\$3.00	\$0.00	\$3.00	33	9.95
Defiant PHR (F1)	1743.55	808.46	2552.01	32.73%	68.3%	31.7%	\$1.47	\$1.23	\$1.39	55	46.40
Oregon Spring	155.95	227.52	383.47	4.92%	40.7%	59.3%	\$1.47	\$1.23	\$1.33	31	12.37
Monica	583.27	325.81	909.08	11.66%	64.2%	35.8%	\$1.51	\$1.23	\$1.41	31	29.33
Totals:	4157.24	3639.51	7796.75		53.3%	46.7%				437	17.84

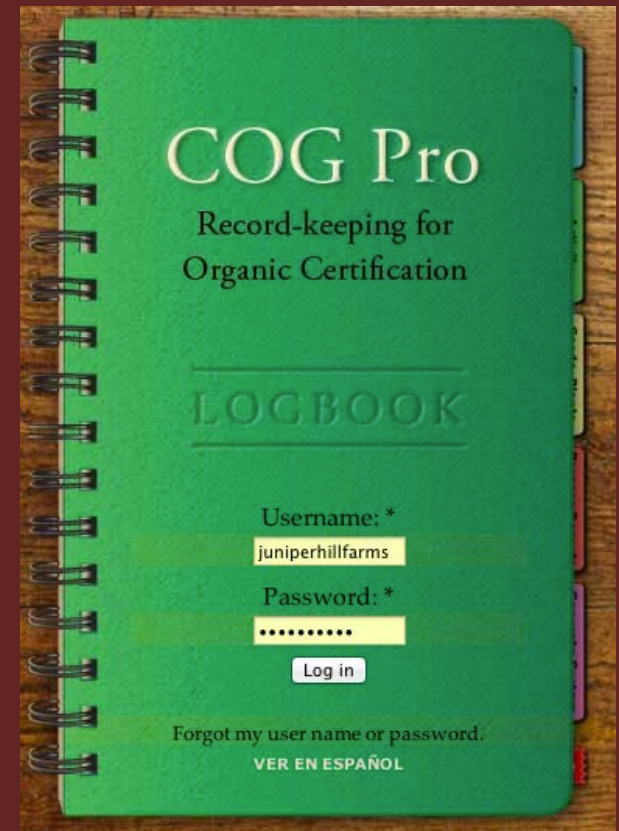
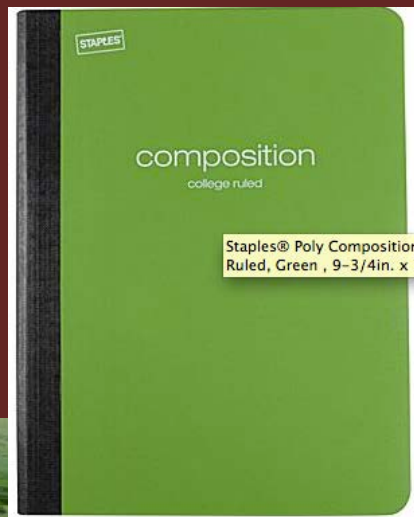
Variety:	#1 Tomato Revenues:	#2 Tomato Revenues:	Total Revenues:	% of Revenue:	% #1:	% #2:	# of Plants:	Enonomic Yield per Plant (\$):
Martha Washington	\$1,493.60	\$950.54	\$2,444.15	19.2%	11.73%	7.46%	77	\$31.74
Cherokee Purple	\$258.56	\$823.73	\$1,082.29	8.5%	2.03%	6.47%	77	\$14.06
Japanese Black	\$608.86	\$287.13	\$895.99	7.0%	4.78%	2.25%	25	\$35.84
Striped German	\$107.61	\$229.69	\$337.30	2.6%	0.84%	1.80%	25	\$13.49
Brandy-wine	\$88.27	\$245.40	\$333.66	2.6%	0.69%	1.93%	26	\$12.83
German Johnson	\$201.40	\$265.10	\$466.50	3.7%	1.58%	2.08%	15	\$31.10
Jasper (F1)	\$843.60	\$0.00	\$843.60	6.6%	6.62%	0.00%	42	\$20.09
Yellow Mini	\$984.87	\$0.00	\$984.87	7.7%	7.73%	0.00%	33	\$29.84
Defiant PHR (F1)	\$2,563.02	\$994.41	\$3,557.42	27.9%	20.12%	7.81%	55	\$64.68
Oregon Spring	\$229.25	\$279.85	\$509.10	4.0%	1.80%	2.20%	31	\$16.42
Monica	\$880.74	\$400.75	\$1,281.48	10.1%	6.92%	3.15%	31	\$41.34
Totals:	\$8,259.77	\$4,476.60	\$12,736.37		64.85%	35.15%	437	\$29.15



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Record Keeping Resources

- AgSquared – Crop Planning
- COG PRO – Organic Record Keeping
- Quickbooks - Accounting, sales, expenses
- Excel
- Employee journals
- Additional Record Template examples available (ask me)



Budgeting!



Budgeting

- None of us want to do it, but it is the most important part of what we do!
- “Without the proper preparations, you will more than likely not meet your annual projections or make a meaningful return off of your investment.”



June 14th, 2011



Labor

- Labor is the biggest cost of growing.
- Be efficient in your system.
- Purchase machinery and tools to increase operational efficiency.
- Limit downtime, and ensure that all members of the team are well trained.
- Make sure to follow labor laws, and to file and pay all necessary taxes!



High Tunnel Size (sq. ft.) (20x96)
 Utilization
 Approximate Original High Tunnel Cost

1,920	ft.
84%	
\$6,400.00	

Receipts

Spring Leaf Lettuce
Spring Radishes
Cherry Tomatoes
Fall Leaf Lettuce
Fall Radishes
Late Fall Lettuce/misc

Yield (lb.)	Sq. Ft.	\$/Lb.
600.0	1080.0	\$6.05
510.0	600.0	\$1.00
2250.0	1760.0	\$2.50
550.0	1080.0	\$6.05
175.0	600.0	\$1.00
300.0	1080.0	\$6.00
	6200.0	

Total	Yield Per Sq. Ft.	Gross Per Sq. Ft.
\$3,630.00	0.56	\$3.36
\$510.00	0.85	\$0.85
\$5,625.00	1.28	\$3.20
\$3,327.50	0.51	\$3.08
\$175.00	0.29	\$0.29
\$1,800.00	0.28	\$1.67
\$0.00	0.00	\$0.00
\$0.00	0.00	\$0.00
\$15,067.50		\$2.43

Total Receipts

Annual Expenses

Seeds/Transplants
 Fertilizers
 Miscellaneous Supplies
 Water
 Water Test
 Irrigation Supplies
 Total Annual Expenses

Total
\$750.00
\$350.00
\$250.00
\$225.00
\$0.00
\$200.00
\$1,775.00

February - December

Labor Costs

Bed Preparation
 General Maintenance
 Planting
 Pest Management
 Harvest
 Total Annual Expenses

Hours	\$/Unit	Total
30.00	\$20.00	\$600.00
80.00	\$20.00	\$1,600.00
30.00	\$20.00	\$600.00
15.00	\$20.00	\$300.00
120.00	\$20.00	\$2,400.00
275.00		\$5,500.00

Ownership Costs

Depreciation - Tunnel
 Depreciation - Plastic Cover
 Total Ownership

Annual
\$374.00
\$75.00
\$449.00

Total Costs

Tunnel \$7,724.00
 Per Square Foot \$4.02

Annual Returns Over Total Costs

Tunnel \$7,343.50
 Per Square Foot \$3.82



Cherry Tomato Enterprise Budget: Hightunnel (does not include determinate plants)				
Income:				
180 Plants @ 14lbs/plant =	2,520 lbs	= 3,360 pts x \$2.25/pt =	\$7,560	
	0.75 lbs/pint			
Variable Expenses:				
Inputs			Income	
Seed	\$115.80/300 = \$0.386 x 180 =	\$69	Revenue	\$7,560
Cover Crop Seed	15 lb @ \$1.50/lb	\$23		\$7,560
Soil Start	\$4.25/bag / 5 flats/bag x 8 flats =	\$7	Expenses:	
Greenhouse Lease	\$100 x .2	\$20	Inputs (V)	\$581
Flats	8 flats @ \$1.00/flat	\$8	Labor (V)	\$960
Dripline	720' x \$0.0072/ft	\$6	Harvest (V)	\$2,305
Irrigation (layflat, fittings)		\$30	Fixed Exp	\$488
Fertilizer	Organic GEM, HEB, Microplex, et	\$250		\$4,334
Pesticide (OG)	Pyganic, TKO	\$75	Variable \$/pt	\$1.145
Twine	1 Role @ \$18/role	\$18	Fixed \$/pt	\$0.15
Water	\$75.00	\$75	Total \$ / pt	\$1.290
	Total Inputs Cost	\$581		
Labor			Gross Margin	42.68%
Starts	2 hr @ \$20.00/hr	\$40		
Bed Prep	1 hr @ \$20.00/hr	\$20		
Irrigation	1 hr @ \$20.00/hr	\$20		
Transplanting	5 hr @ \$20.00/hr	\$100		
Weaving	6 hr @ \$20.00/hr	\$120	Proj. Profit	\$3,227
Weeding	4 hr @ \$20.00/hr	\$80	Proj / sqft	\$1.83/sqft
Other Labor	20 hr @ \$20.00/hr	\$400		
Removal	6 hr @ \$20.00/hr	\$120		
Cover Crop	3 hr @ \$20.00/hr	\$60		
	Total Labor Costs	\$960		
Harvest				
Harvest Labor (50#/hr)	50 hr @ \$20.00/hr	\$1,000		
Packing Labor (80#/hr)	30 hr @ \$20.00/hr	\$600		
Packaging	\$0.15 x 3,360 pts	\$504		
Storage	\$0.02/pt x 3,360 pts	\$67		
Transport	\$0.04/pt x 3,360 pts	\$134		
	Total Harvest Costs	\$2,305		
	Total Variable Costs	\$3,846		
Fixed Expenses:				
Land	1,920 sqft @ \$300/acre	\$13		
Depreciation	\$449/yr / 12 mo = 37.41/mo x 7mo	\$262		
Interest Exp	\$3,000 @ 5% @ 6 mo	\$12.50		
Other	\$200	\$200		
	Total Fixed Costs	\$487.50		
	Total Costs	\$4,333.50		

- Be liberal in your budgeting
- Think about every aspect of the crop.
- Remember that it is only a budget.
- Knowing your breakeven price will help you market your crops profitably.

Budgeting Resources

- Iowa State University Ag Decision Maker (AGDM) –
 - Templates for all types of crops, including vegetables and high-tunnel templates.
 - <http://www.extension.iastate.edu/agdm/>
- Kansas State University Enterprise Budgets
- Excel (easy to make)
- ‘The Organic Farmer’s Business Handbook’ – Richard Wiswall
- ‘Wholesale Success’ (4th edition) – Jim Slama & Atina Diffley



Pre-Season Marketing!



Size Matters


- The more you grow, the more markets you can enter.
- Ability to market higher quality products to more customers.
- Consistent supply translates to consistent customers.



- You have to sell yourself!

- Be professional at all times. It matters!



		Juniper Hill Farms, LLC. 1547 N 2000 Road Lawrence, KS 66044 (785) 840-4892		Invoice No.	
				Date 01/09/14	
Bill To:		Ship To:			
P.O. Number		Terms		Rep	
Ship Date		Ship Via		FOB	
Project					
Item		Description		Quantity	
Price Each		Amount			
Total		\$0.00			



Marketing Strategies

- Agreements (Non-Contract)
 - Pros
 - Establishment of Price and Quantity needs
 - Helps to determine market availability
 - Cons
 - Because it is only an agreement, buyer might not purchase the amounts you roughly agreed to supply!



XXXXXXXXX Vegetable Agreements

Delivery Day: Confirm Friday, Deliver Friday AM week later

Date Completed: 3/7/14

			Case/Week			Price/Case						
Crop/Variety:	Item/ Case	Type	Sales Volume			Sales Volume			Unit Price			Notes:
			Low	Med	High	High	Med	Low	Low	Med	High	
Kale (Starbor F1)	24	B	3	4	5	\$30.00	\$32.50	\$35.00	\$1.250	\$1.354	\$1.458	
Cabbage												
Red (Super Red 80 F1)	14	pc	1	2			\$40.00			\$2.86		
Green (Storage No. 4 F1)	14	pc	1	2			\$30.00			\$2.14		
Brussel Sprouts (Nautic F1)	10	lb	1				\$25.00			\$2.50		
Beets (Merlin F1, Red Ace F1)	24	B		2	3	\$26.40	\$30.00	\$35.00	\$1.10	\$1.25	\$1.46	
Cilantro (Calypso)	30	B		1			\$30.00			\$30.00		
Encore Lettuce (Clamshell)*	6	pkg	8	10	20	\$13.00	\$14.00	\$15.00	\$2.17	\$2.33	\$2.50	5 oz clamshell
Ovation Greens (Clamshell)*	6	pkg	8	10	20	\$13.00	\$14.00	\$15.00	\$2.17	\$2.33	\$2.50	5 oz clamshell
Spring Mix (50/50 mix)	6	pkg	10	20	30	\$13.00	\$14.00	\$15.00	\$2.17	\$2.33	\$2.50	
Head Lettuce	24	head	8	10	20	\$27.00	\$30.00	\$33.00	\$1.13	\$1.25	\$1.38	
Radish												
Standard**	24	B	1	2			\$30.00			\$1.25		**1-2 cases total
Speciality (Red Meat, Nero Tondo)**	24	B	1	2			\$30.00			\$1.25		**1-2 cases total
Onions												
Green Onions	24	B	1	2			\$18.00			\$0.75		
Red Onions**	50	lb	1	2		\$47.50	\$50.00	\$55.00	\$0.95	\$1.00	\$1.10	
Sweet Yellow (Candy F1)**	50	lb	1	2		\$47.50	\$50.00	\$55.00	\$0.95	\$1.00	\$1.10	
Yellow (Walla-Walla)**	50	lb	1	2		\$47.50	\$50.00	\$55.00	\$0.95	\$1.00	\$1.10	
Potatoes												
Red (Co. Rose, Sangre 11)**	50	lb	2	6	10	\$45.00	\$47.50	\$50.00	\$0.90	\$0.95	\$1.00	**will buy 200-1000#/week all together
Yellow (Yukon G, Ger. BB)**	50	lb	2	6	10	\$45.00	\$47.50	\$50.00	\$0.90	\$0.95	\$1.00	
Purple (Purp. Majesty)**	50	lb	2	6	10	\$45.00	\$45.00	\$50.00	\$0.90	\$0.90	\$1.00	
Red White Blue Potato Medley	40	lb	1	3	5	\$60.00	\$65.00	\$70.00	\$1.50	\$1.63	\$1.75	
Tomatoes												
Cherry Tomatoes (see below)	12	pkg	4	5	10	\$24.00	\$30.00	\$31.20	\$2.00	\$2.50	\$2.60	Pints
Heirloom Tomatoes (TBD)***	20	lb	1	2		\$40.00	\$45.00	\$53.00	\$2.00	\$2.25	\$2.65	***every once in a while
Field Tomatoes (TBD)	20	lb	15	25	40	\$20.00	\$22.00	\$25.00	\$1.00	\$1.10	\$1.25	stage 2 preferred
Roma Tomatoes (TBD)	20	lb	2	5		\$23.00	\$25.00	\$31.00	\$1.15	\$1.25	\$1.55	stage 2 preferred



Marketing Strategies

- Contract Growing
 - Pros
 - Formal establishment of price and quantity demands
 - Secured market of crops grown
 - Cons
 - Failure to meet contracted quantity or quality
 - What if you cannot supply the contracted amount?
 - Need a clause for risk



Marketing Strategies

- Selling Through a Broker
 - Pros
 - You do not have to spend all your time on the phone marketing your crop!
 - More time growing, less time marketing.
 - Cons
 - Brokerage Fee
 - Need for standardized packaging, and standardized case sizing
 - Price may be unknown...



Marketing Strategies

- Cold Calls and On-the-Fly Marketing
 - Pros
 - No commitments
 - Ability to supply whoever wants your produce
 - Cons
 - Can you sell it all?



Start your marketing early

- Work to establish agreements and contracts with your current customers, as well as your new ones.
- Establish prices that are agreeable for both parties involved.
- Commit to a customer, and make



sure to not promise too much!



Anticipate Seasonal Demand

- But, be ready take price breaks to move your inventory.
- Know your markets, and what they desire.
- Market yourself well, and form long-lasting relationships with your customers.
- Keep up on consumer trends and industry changes.



'Growing the future of agriculture, one plant at a time.'



Who we are...

The Sustainable Difference!

Using increasingly sustainable practices, our first generation farm produces high quality crops, restores and manages crop and grassland areas, and works to promote long-range agricultural industry in and around Douglas County, Kansas.

The Right Choice!



**JUNIPER HILL
FARMS**
LLC

Grow your business with us!

Building long-term business relationships with our clients and their businesses.

***We're there when you need us,
and we're ready to work for you!***



What we do...

***Products and Services designed
to meet your needs!***

Conventional and Certified Organic hay, alfalfa, straw, small grains, hops, fruits, and vegetables.

Custom farming operations designed to fit your schedule.

Agricultural Consulting Services to help your business sustainably get the job done.



Ready for business? Contact us at (785) 840-4892



"Growing for You!"

OVATION GREENS MIX

*A zesty combination of **ORGANIC** Red Mustard, Mizuna, Tatsoi, Kale, and Arugula grown just for **YOU**.*



*Produced by Juniper Hill Farms, LLC | 1547 N. 2000 Road | Lawrence, KS 66044
Certified Organic by ODAFF*





"Growing for You!"

ENCORE LETTUCE MIX

*A vibrant **ORGANIC** mix of Green and Red Oakleaf,
Green and Red Romaine, Lollo Rossa, Redleaf,
and Bibb Lettuces grown just for **YOU**.*



*Produced by Juniper Hill Farms, LLC | 1547 N. 2000 Road | Lawrence, KS 66044
Certified Organic by ODAFF*





Produced by Juniper Hill Farms, LLC
1547 N. 2000 Road | Lawrence, KS 660044 | (785) 840-4892
Certified Organic by ODAFF

ID: _____











Post Harvest Handling

- See your post harvest handling practices as a way to sell your products.
- Have a food safety plan in place.
- Deliver products as you would like to receive them.



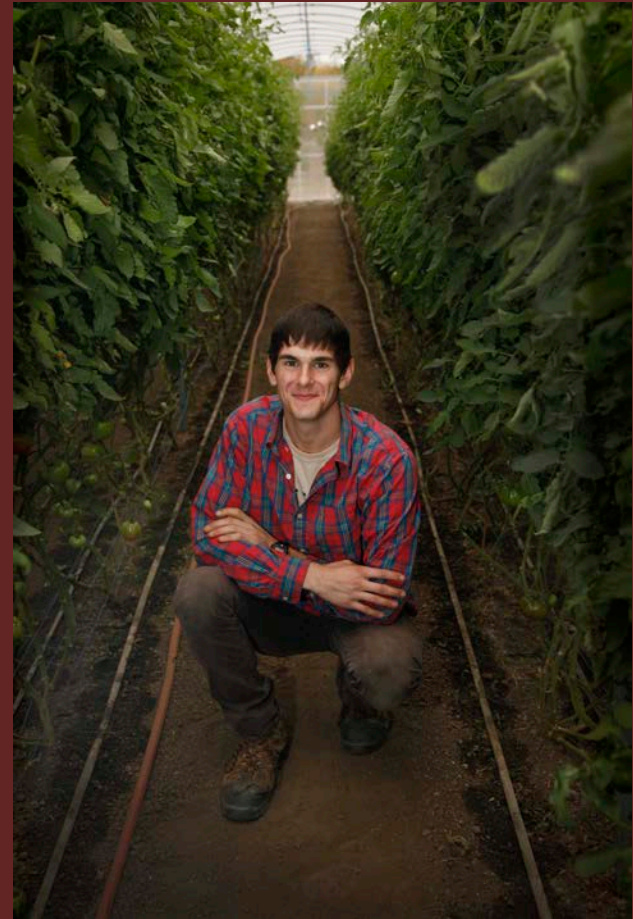






Additional Things to Consider

- Intensity of growing system desired.
- Insurance/Liability
- Location and Access to Markets.
- Other growers in area
- Access to water
- Quality of soils
- Labor pool



The Potential

Crop (Year)	Revenue/Acre (non-irrigated)	Revenue/Acre (irrigated)
Corn (2012)*	\$326/acre	\$1,119/acre
Corn (2013)**	\$551/acre	\$678/acre
Soybeans (2012)*	\$302/acre	
Soybeans (2013)**	\$505/acre	
Vegetables (2012)^	\$13,500/acre	
Vegetables (2013)^	\$18,000/acre	

*2012 - \$4.24/bu spot price (10/21/13 @ Ottawa Co-op); assumed yields under proper management: Corn - 130 bu/ac (non-irrigated), 200 bu/acre irrigated); soybeans @ \$12.63/bu spot price @ 40 bu/acre (non-irrigated), 159.9 bu/acre irrigated); soybeans @ \$14.40/bu @ 21 bu/acre (non-irrigated).
 **2013 - \$7.00/bu spot price (KS avg for 10/12); assumed yields under proper management: Corn – 46.6 bu/ac (non-irrigated), 159.9 bu/acre irrigated); soybeans @ \$14.40/bu @ 21 bu/acre (non-irrigated).

^JHF Averages per acre



The Future of Juniper Hill Farms

- Expansion of vegetable operations from to four acres.
- Entry into Kansas City markets.
- Expansion of hay operation to 900 - 1,000 acres.
- Increase in employment opportunities.
- Increase in partnership with other growers.



Thank you!



Questions?

