

EQUIPMENT TO SCALE UP YOUR FRUIT AND VEGETABLE OPERATION

How to effectively scale your growing
business through the acquisition of key
equipment.



Johnny Parker

Equipment to Scale Up Your Growing Business

SESSION DESCRIPTION

- Identify key equipment needed to scale your operation
- How to maximize their value
- New vs. Used

WHO AM I

- Organic farmer
- Former Software Engineer
- Love food, farming and equipment
- A minimalist
- Innovator wannabe -- “First, there are the innovators, then there are the imitators, then there are the idiots.” – Warren Buffet

Who Am I

Speaker, Farmer, Educator,
Activist, Advocate,
Software Programmer and
Farm Manager.



About the Farm

- Edible Earth Farm in Tionesta, PA (USDA OG)
 - 250 member CSA program
 - 1 farmers markets and a small wholesale business
 - 4 full-time staff
 - April and I, two managers & two apprentices
 - 20 acres in production
 - Soon to have two high tunnels
 - 2 greenhouses (small and large)
 - 4 tractors
 - 2 walk-in coolers (12x20 & 12x12)

About the Farm



The Moment



Equipment's Value Proposition

- Participate in growing markets
- Limit the need for new hires
- Reduce physical stress
- Make more money
- Reach profitability
- Widen margins
- Accomplish more in less time
 - ▣ Can do in a few hours what would take weeks to do by hand
- Precision
- Reliability
- Frees up talented staff to manage other parts of your business
- Good equipment should be the foundation for success. Something you can build on.
- Data should drive your decision making process

The Risks

- Large cash outlay
- Borrowing for equipment can be a vulnerable position to be in and one that carries significant risk
- Making good business decisions during this period is a key to success (I'm here to help!)
- Again, data should drive your decision making process
- A dairy farmer gave me good words of advice
 - Mechanize, mechanize, mechanize!

Full Disclosure

- My parents own Woodward Crossings, an equipment and farm supply business.
- I work as a Sales Representative
- Our farm serves as a research farm, and we field test much of the equipment they offer.
- I serve as a technical contact for customers with specific questions about equipment we use on the farm.
- This session is blatant self-promotion 😊

Greenhouse Seeder



Tractors

Several are great, but too many can be bad.

Ag rated or landowner

Universal quick attach loader a must

Lift capacity

New vs. Used

Hydrostatic vs. Geared

Consider upkeep costs

Horsepower



Transplanter



Pallet Forks



Bulk Bins



In Use



PTO Tiller



Commercial tiller

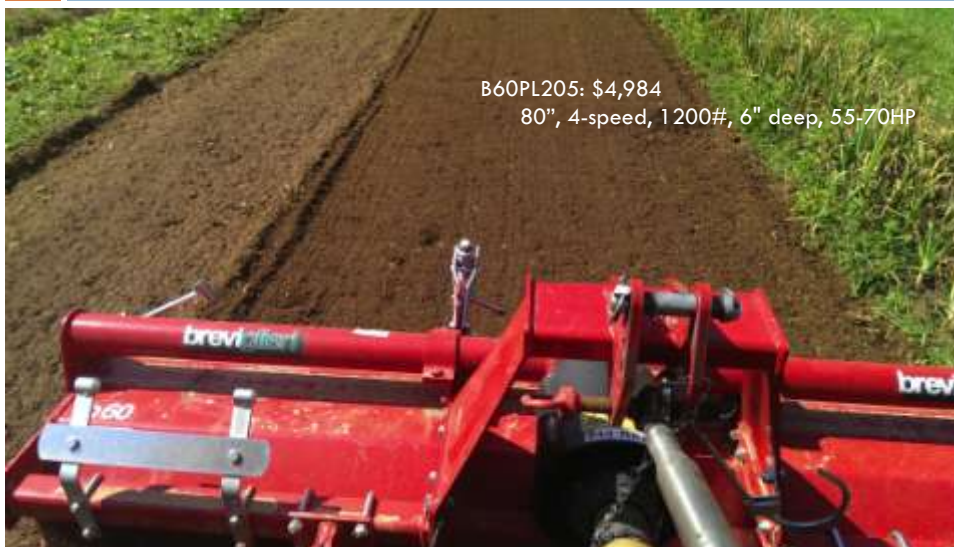
Breviglieri

woodwardcrossings.com

Match it to the size of your tractor

Match it to the width of your tractor

PTO Tiller



B60PL205: \$4,984
80", 4-speed, 1200#, 6" deep, 55-70HP

Seeders!!!!!!



Cole 2-Row 12-MX Planter w/Fertilizer Hopper

\$2999

Seeders!!!!



More Seeders



Cultivators



Cultivator In Use



Field Sprayer



Jacto Cannon Sprayer

\$5,699

- 50 foot maximum spray swath
- 105 gallon poly tank
- Chemical container rinse system
- Centrifugal pump
- In-line filters, bypass agitation
- Manual discharge outlet controls
- Empty weight 510 lbs
- Recommended tractor - 40 HP and above

Spreader



Vicon PS203 Spreader

\$1,899

- 35' max spreading width
- 8' min spreading width



Field Sprayer

Penns Creek Manufacturing

\$3690



Rotary Cutter



Infrastructure, Facilities and Equip

- Essential Equipment
 - Tractor, obviously! Buy another!
 - Quick attach pallet forks for your tractor (Woodward Crossings)
 - Vacuum seeder
 - Water wheel transplanter
 - Mulch layer
 - Undercutter (Woodward Crossings)
 - Cultivation equipment (Woodward Crossings)
 - Field seeders (Woodward Crossings)
 - Totes
 - Pallet jacks
 - Walk-in coolers
 - Flame weeder
 - Spreader (Woodward Crossings)
 - Welder & cutter (small 110V mig)
 - High quality harvesting tools and many of them
 - Field sprayer

Infrastructure, Facilities and Equip

□ Essential Infrastructure

□ My list of important infrastructure for scaling

- High tunnel
 - 30'x100' ideal
 - Elliot Coleman: don't build a HT with a length more than 3X the width.
 - Increased ventilation
 - Roll up end walls
 - Build more than one!! It's money well spent
- Walk-in cooler space
 - Possible to do a \$100k+ business on a 12'x12' cooler, but you have to be very strategic.
 - Ideal to have 250+ square feet of cooler space, with two temperature zones.

Infrastructure, Facilities and Equip

□ Essential Infrastructure (contd.)

□ Pack house

- The most expensive of them all.
 - Spiral Path Farm- 26% of labor is spent in the packhouse. Wow!
- Concrete floor
- Spray stations
- Silt trap
- Packing table
- Drying table
- Greens washer
- Barrel washer and vegetable washer (less important)

Old Pack Station



Produce Cooler



Stats:
12'x12'
Low ceiling
20K BTU A/C
R-20+

New Packing House



Packhouse



Financing Growth

- The right equipment can make you money!
- Don't invest before you have sales!!!!
 - ▣ Investment before sales is foolish and wasteful
- Jim Crawford's wish was that he borrowed more money in the beginning for equipment and infrastructure
- A bank issued line of credit will change your world!
 - It will help your young business run smoother
 - Cash Flow
 - Know how it will make you more money

Thanks for Attending

"There are three easy ways of losing money - racing is the quickest, women the most pleasant, and farming the most certain." -- Lord Amherst

QUESTIONS....

Contact

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