

Market Grower Business Chronology:

Farm A

| Year | 1990 1 | 1994 5 | 1999 10 | 2004 15 | 2012 23 |
|--------------------------|-----------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Acres | 1.5 | 3 | 4 | 3 | 3 |
| Farmers | 2 | 2 | 1 | 1 | 1 |
| FTE help* | 0 | 1 | 2.5 | 3 | 1.6 |
| Starting Plants | under lights in house 20x20 lean to gh propane heat | 10x48 hoophouse single layer plastic propane heat | temporary 10x20 plastic structure propane heat | 30x95 hoophouse double layer plastic propane heat | 30x95 hoophouse double layer plastic propane heat germination room |
| Primary tillage | contract with neighbor | contract with neighbor | contract with neighbor | tractor, disc, moldboard plow | 40hp tractor, plow, disc, rotovator |
| Cultivation | hand weeding, hoes rototiller for aisles | hand weeding, hoes, rototiller wheel hoe | hand weeding, hoes, rototiller wheel hoe | 2nd tractor belly mounted cultivator hand weeding, hoes | plastic layer, hoes, weeding crew 20hp tractor with cultivator, tine weeder |
| Irrigation | none | none some water for "rescue watering" and transplanting | none farm has windmill but no running water | House well dripline | 2010 new well dripline |
| Post Harvest | tubs in yard rented cooler from neighbor | corn crib converted to wash shed 4x8 cooler on farm | 12x12 wash shed 8x12 cooler on farm | 20x40 wash shed converted corn crib 8x12 cooler on farm | 20 x 40 wash shed 8x12 cooler 8x12 storage room |
| Vehicle | 2 small pickup trucks | 1/2 ton pickup small pickup | 1/2 ton pickup | 1/2 ton pickup mini van | 97 Ford pickup Minivan |
| Markets | Farmers markets in Dane County (Sat) LaCrosse (Wed) | Dane Cty Farm Mkt CSA - 1st year 20 members Mifflin St Co-op | Dane Cty Farm Mkt CSA - 30 members Mifflin St Co-op Magic Mill | Dane Cty Farm Mkt Eastside F Mkt CSA 42 members Willy St Co-op | Dane Cty Farm Mkt CSA 50 members Marketing extended to late November |
| Gross/Acre | \$4,000 | \$6,000 | \$7,000 | \$12,667 | \$16,500 |
| Other Enterprises | | | | | |
| Off-farm Income | yes | yes | yes | yes | yes, but less! |
| Notes | rented land | bought 2nd rototiller rented land | greenhouse blows down in spring bought tractor at end of season 3rd year on owned farm | 3rd year @ new farm | 5 hoophouses with in-ground crops: basil cherry tomatoes, heirloom tomatoes, head lettuce, greens, cucumbers scallions, salad mix, |

reduced CSA members
and employees

* FTE=Full time equivalent workers, interns, etc.

Market Grower Business Chronology:

Farm B

Midwest CSA Conference, 2013

| Year | 2002 2 | 2005 5 | 2010 10 | 2012 12 |
|-------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Acres | 0.7 | 3.5 (veg) + .5 (fallow) | 3.5 (veg) + .5 (fallow) | 3 (veg) + 1 (fallow) |
| Farmers | 0.5 | 1 | 1 | 1 |
| FTE help* | 0.2 | 1.25 | 3.3 | 4 |
| Starting Plants | 10x30 hoophouse, single layer plastic, propane heat | 10x40 hoophouse, single layer plastic, propane heat | 10x40 hoophouse, single layer plastic, propane heat, heated germ. chamber | 20x60 greenhouse, 3-layer polycarbonate, passive solar house; germ chamber |
| Primary tillage | borrowed tractor & moldboard; BCS tiller | rented tractor & chisel; 45hp tractor with rotovator and mower | rented tractor & chisel; 45hp tractor with rotovator and mower | rented tractor & chisel; 45hp tractor with rotovator and mower |
| Cultivation | hand weeding with hand & wheel hoes | hand weeding with hand & wheel hoes, hay mulch | hand weeding with hand & wheel hoes, hay mulch | hand weeding with hand & wheel hoes, hay mulch |
| Irrigation | none | none | none | city water, driptape overhead miniwobblers |
| Post Harvest | Tubs & hoses & screen tables, borrowed cooler 3 miles from farm, dry storage in home garage | Tubs & hoses & screen tables, 5x9 cooler 1/2 mile from farm, dry storage in home garage | 12x20 open-sided canopy, 5x9 cooler 1/2 mile from farm, dry storage in box truck & garage | 12x20 open-sided canopy, 5x9 cooler 1/2 mile from farm, dry storage in box truck & garage |
| Vehicle | 1993 Ford Ranger | 1993 Ford Ranger | 2003 Ford Ranger 1997 16' box truck | 2003 Ford Ranger 2008 GMC 16' box truck |
| Markets | CSA - 14 members (12 full share equivalent) 1 grocery (produce) on-site farm stand | CSA - 88 members (all full shares) 1 grocery (herbs & produce) 4 restaurants (huitlacoche) on-site farm stand 2 Farmers' markets | CSA - 160 members (143 full share equivalent) 5 Madison groceries (sprouts, herbs, produce) on-site farm stand | CSA - 190 members (150 full share equivalent) 7 Madison groceries (sprouts, herbs, produce) on-site farm stand & annual plant sale |
| Gross/Acre | \$11,000 | \$15,000 | \$24,000 | \$33,000 |
| Other Enterprises | none | none | sprouts - \$35,000/year | sprouts - \$50,000/year bedding plants - \$5,000/year greenhouse herbs - \$4,000/year |
| Off-farm Income | Full-time off-farm job half-time at farm | Quarter-time off-farm job full-time at farm | no | no |
| Notes | 2002 is first year of CSA 2001: just cover crops & minimal sales to 1 store | added ESFM - 2003 added worker shares - 2003 added NSFM - 2005 | dropped huitlacoche - 2006 dropped one f.mkt - 2007 dropped other f.mkt - 2010 added sprouts - 2006 added market shares - 2008 improved intern program with formal classes, field trips - 2008 | added summer-only worker shares for weeding - 2012 added crew leader - 2011 increased fallow for weed control & fertility - 2011 added greenhouse herbs & bedding plants - 2011 added EOW shares - 2011 added irrigation - 2011 |

Market Grower Business Chronology:

Farm C

| Year | 1 | 2 | 3 | 4 | 5 |
|-------------------|----------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------|
| Acres | 2 | 2.5 | 2.5 | 3.5 | 3.5 |
| Farmers | 2 | 2 | 2 | 2 | 2 |
| FTE help* | 0 | 1 | 1 | 2 | 2 |
| Starting Plants | 6' x6' cold frame / greenhouse heated with propane | 6' x6' cold frame, two 8'x8' greenhouse heated with propane | 12' x24'' cold frame / green house heated with propane | 24' x30' greenhouse heated with propane | 24' x30' greenhouse heated with propane |
| Primary tillage | 30hp compact tractor disk, tiller | 30hp compact tractor disk, tiller | 30hp compact tractor disk, tiller | 30hp compact tractor disk, tiller | 30hp compact tractor disk, tiller |
| Cultivation | hand tools, tiller | hand tools, tiller | hand tools, tiller, Williams tine weeder | hand tools, tiller, Williams tine weeder | hand tools, tiller, Williams tine weeder |
| Irrigation | Lay flat and impact overhead | Lay flat and impact overhead | Lay flat and impact overhead and drip | Lay flat and impact overhead and drip | Lay flat and impact overhead and drip |
| Post Harvest | No shed. Washed in tubs near well | Wash area but no roof; tubs, water, 250' of hose | Wash area but no roof; tubs, water, 250' of hose | Wash area with roof; tubs, water on pressure tank from house | Wash area with roof; tubs, water on pressure tank from house |
| Vehicle | truck /car | truck /car | truck /car | truck /car | truck /car |
| Markets | 20 member csa | 40 member csa | 40 member csa | 75 member csa wholesale to hospital | 80 member csa wholesale to hospital |
| Gross/Acre | \$4,250 | \$6,800 | \$6,800 | \$10,179 | \$12,457 |
| Other Enterprises | | | | wholesale to hospital | wholesale to hospital |
| Off-farm Income | yes | yes | yes | yes | yes |
| Notes | | | | added 1/2 shares | raised share price \$100 |

* FTE=Full time equivalent workers, interns, etc.