

# Advanced Farm Business Analysis for Urban Farmers

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Have you ever made an important decision based on instinct rather than on data? Do you sometimes wonder if it is worth your time to pack CSA boxes, grow and sell broccoli, deliver to restaurants across Cook County, or buy and resell other farmer's products? Would you like to know if your garlic is an important loss-leader or a total loss? [Veggie Compass](#) can help you to answer these questions and many more.

[Veggie Compass](#) is a free tool developed by the University of Wisconsin-Madison to help farmers actively manage for increased farm profits by helping them understand their cost of production by product *and* by market channel. This information enables farmers to make strategic decisions to adjust prices, reduce costs, shift market channel focus, reduce or drop unprofitable products, and expand production of their most profitable ventures.

Farm profitability is crucial to sustaining urban vegetable production whether your farm is a commercial-focused business or a non-profit venture. Learn how to utilize [Veggie Compass](#) in this season-long intensive hands-on program that includes 2.5 days of in-person group training and 6 individual phone check-ins.

## What will be covered?

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### *Getting Ready to Use Veggie Compass*

Learn how to use Veggie Compass and develop a data collection system that works for you.

February 20, 9 a.m.-4 p.m. Lunch included.

### *Six monthly individual phone check-ins*

To ensure you are staying on task we will consult with you via a 10-30 minutes Skype call, depending on need, to answer your questions and see how your record keeping system is working for you.

April 15 to September 15.

### *Inputting Your Data into Veggie Compass*

We will spend the day inputting all the data you've collected during the 2020 growing season. If you are missing data, we will help you develop the best estimates possible. We will walk you through a preliminary data analysis and assign some homework to complete before our final group session.

Early to mid-November. Class members will determine date & location.

9 am-4 pm. Lunch included.

### *Sharing Your Insights and Developing New Strategies*

Now that you've completed your homework and had a month to think about what the results mean for you, we will gather together to share what we've learned and develop alternative strategies for increased profitability and sustainability.

Early to mid-December. Class members will determine date & location.

9 a.m.-1 p.m. Lunch included.

### **Who is this for?**

Experienced growers who are ready to streamline their systems and commit to systematically collecting data to improve the sustainability and profitability of their farming enterprise.

### **Who are the instructors?**

[John Hendrickson](#), Outreach Program Manager, Center for Integrated Agriculture Systems, University of Wisconsin-Madison

[Kathryn Pereira](#), Extension Educator, Local Food Systems and Small Farms, University of Illinois Extension

### **When is it?**

The course will begin February 20, 2020 with a full day group training. A second training will take place in early to mid-November, followed by a ½ day results analysis and group share in early to mid-December. Individual monthly 10-30-minute phone consultations will take place April-September.

### **How much does it cost?**

**\$200** per farm operation. Additional farm employees may register for \$70 per attendee. Tuition grants available from [Compeer Financial](#) for those with less than 10 years of farming experience.

### **What is required?**

A willingness to learn & share. While it won't be required to reveal actual numbers, sharing results will lead to valuable insights.

A commitment to get serious about tracking labor hours by crop. We'll help you figure out data collection systems, but you'll need to dedicate time and effort to get the most from [Veggie Compass](#) analysis.

To register visit

[https://go.illinois.edu/  
VeggieCompass](https://go.illinois.edu/VeggieCompass)

To Registration is limited to 8 farm business. More than one employee from the same farm may participate. Tuition grants available from Compeer Financial for those with less than 10 years farming experience.

Classes will be held at our southside Cook County Office.

8753 South Greenwood Ave,  
Suite 100  
Chicago, IL 60619

### Questions?

Contact:

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(773) 233-2900

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Local Extension Councils Cooperating  
University of Illinois Extension provides equal  
opportunities in programs and employment.  
If you need a reasonable accommodation to  
participate in this program, please contact our office  
at 773-233-2900.

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A year-long intensive for urban and peri-urban farms with 3 or more seasons of growing experience.

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