

Starting a Market Garden



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Farming Success =

1. *Production Knowledge*
2. *Access to market*
3. *Land*
4. *Appropriate Equipment*
5. *Effective Labour*
6. *Available Capital*
7. *Support*

My Bio

- BSc in Crop Sci
- MSc. in Sustainable Ag
- Worked as an extensionist in Thailand, India, Bangladesh
- Staff Agrologist for West Coast Seeds

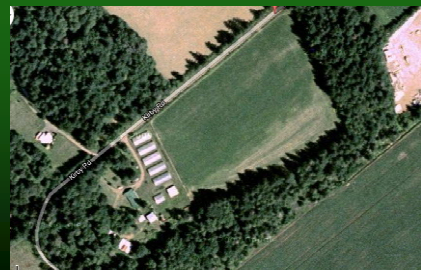
SPIN Farming



Amara Farm



Access to Land



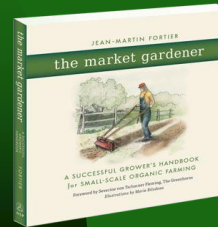
Getting started

NOT "What can I grow?" but "What can I harvest & sell?"

How you market & labour availability will dictate your production system



Equipment needed to begin farming



Potentially Shared?



Where can I sell my produce?

- Farmgate - needs enough traffic/advertising
- Farmer's market - is there an unmet demand?
- CSA - requires a good network of contacts + very good planning
- Restaurants - can they afford your prices? Can you supply regularly?
- Wholesale - take a hit on price but can move volume

Examples

- Farmer's Market - very low barrier, take what you have, good to have variety, but you may end up bringing produce home
- CSA - all produce is pre-purchased but you need a good grasp on planning so that you have enough variety & quantity
- Wholesale/restaurant - doesn't necessarily need variety but they need steady supply of certain items.

Labour

- By far the largest cost for market vegetables
- In general, a healthy person can manage 1/2-1 acre

Keeping Labour Costs Down

- Weed more often & get off your knees!
- Friends, family (kids!) & work parties
- WWOOFers or Interns
- Choosing low-labour veggies (not salad mix & carrots)
- Mulch!!
- Investing in machinery (BCS, greens harvester)



Yearly Costs

- Seed ~ \$1000
- Fertilizer ~ \$600 (veg) + \$600 (blueberry)
- Pest control \$500 (blueberry)
- Fuel - \$1200
- Labour - \$3500 (stipend) + \$3000 (food)
- Hydro = \$360
- Bags/pints/etc - \$600
- Tax & Insurance ~ \$3000
- = \$14360