

## Fantastic Farm and Garden Calculator Instructions

Filling out and using the Fantastic Farm and Garden Calculator (FFGC) is an easy and relatively quick process. First, you will input your garden or farm information into the input fields in order to generate information that you will use to plan the composition of your rows. You will be able to track how much space you are using as you fill in the calculator. From the information generated you will be able to fill in the Planting and Harvest Guides that will help you map out your crops and planting successions. You can reference these guides as the growing season progresses.

Once logged in to your Fantastic Farm account you will find several downloadable templates and spreadsheets as well as instructions for using them. These tools will help you translate your Calculator Plan to on the ground implementation. The “Template Protocol” file can be used in combination with these instructions for an easy overview. The Templates are files that you will use once you have completed filling in the calculator; they include

- a Variety List where you can keep track of the varieties of crops you want to plant and the vendors you will buy them from,
- a Crop Rotation form,
- a Planting Overview to summarize your planting successions,
- a Planting and Harvest Guide with which you will map the crops you will plant and the planting successions for each of your rows, and
- two sample Planting and Harvest Guides..

Depending on the version of Excel you are using you may need to adjust the page breaks in the Template files. You can do so in the Page Break Preview or Page Layout views of Excel.

To create a new calculator, download the version of the Calculator for your skill level and save it as a new file with a unique name identifying the plan for your current season. You may want to print these instructions so that you don't have to move back and forth between two windows as you fill out the calculator. Here are a few basic things you need to know in order to fill out the Calculator:

- Most fields on the Calculator are locked to protect the formulas from corruption, only the input fields are unlocked and thus able to be filled in.
- If you are only producing for Market and not for personal use or a CSA simply leave the “# of persons to feed” cell blank or input a “0”.
- After you have filled in each input section result fields will be updated automatically.

- You should save your calculator plan often as you work on it to prevent the loss of any data.
- The Calculator does not accept fractions; you must use decimals.
- Dates must be input as mm/dd/yyyy.
- You can copy and rename a previously saved version of the calculator so that you can make changes while retaining your original saved version.
- Please note that Corn is in the “Cold Weather Crop” section even though it is a hot weather crop because this allows calculator users to plan for succession planting. In the next version, we intend to include Beans in the Cold weather crop section also, to guide succession planting.

\*Remember that actual farm yields are dependent on many variables that will cause divergences from information generated by this calculator. Those variables include, but are not limited to, soil conditions, sun exposure and other weather variables, growing methods, seed age or seedling health, and the experience level of the grower. For this reason, **the FFGC should only be used as a guide to help plan your garden or farm**, and the calculations generated should be considered *approximations*. Using the FFGC is not a guarantee of success.

### **Basic Information (Light green section):**

**# of persons to feed:** Input the number of family members or CSA members you intend to serve. Do not input the number of “shares”; input the actual total number of persons you are providing for. For example, if your CSA share feeds 4 people and you are selling 20 shares, the “# of persons to feed” will be 80.

**Total number of rows:** Input the total number of rows in your garden or farm.

**Row Width (in):** Input the width of your rows in inches. Because this calculator is based on bio-intensive growing methods we recommend using 36” wide raised beds. You do not have to use 36” wide rows in order for the calculator to function, but expected yields might be slightly compromised. If your rows vary in width input the **average** width of all your rows.

**Last Frost Date:** Input the average last frost date in your area. All dates must be entered as mm/dd/yyyy. To find the last frost date for your area you can call your county agricultural extension agency or any garden store in your city. Or use these links:

<https://planthardiness.ars.usda.gov/PHZMWeb/>  
<http://davesgarden.com/guides/freeze-frost-dates/>

Please be aware that there is a chance (~10%) that a frost will occur after this date.

**Season End Date:** When do you plan to clear out your cultivation plot and prep it for overwintering? Several plants will continue to produce well into fall, but you may want to harvest everything so that you can plant a cover crop or mix in compost and “put your plot to bed” for the winter months. Input the date when you will have your final harvest before your winter prep. **You must input a date here or some calculations will not function.** If you do not want to have a Season End Date but want to produce for as long as you can, just input 12/31 of the year for which you are growing.

Remember to save your calculator.

### **Basic Information (Orange area):**

The contents of most fields in orange in the Basic Information section will auto-generate when you fill in other sections of the calculator. These fields are indicators of how much land you will use, given your skill level, in order to cultivate the amount of produce you need.

As you input information about the crops you plan to grow in other sections of the calculator you will want to periodically check this orange area to track how much of your available space you have “used”. Space savings from succession plantings of cold weather crops in the same location are automatically accounted for in this section. You will want to periodically check the **Total Row Ft Used** and the **Row Ft unused** categories to see how much space you have remaining and to make adjustments to the quantities of each crop you plan to produce.

To get the most use of your land you may want to “save” space by double-planting some crops, or ‘intercropping.’<sup>1</sup> After you have filled in other sections of the calculator, you can return to this orange area and input the amount of space you want to intercrop in the **Row feet double-planted, intercropping** field. For example if you plan to plant 15 row-feet of radishes and carrots together you will input 15 row-feet into this field. You can also double-plant quickly maturing cold weather crops with hot weather crops. The **Planting and Harvest Date** sections of this calculator will assist you in this type of planning.

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<sup>1</sup> Intercropping is when you seed crops with different growing requirements (such as maturation times) together in order to save space, for example radishes and carrots. Radishes mature more quickly than carrots so when the radishes are harvested the carrots are automatically thinned and of course continue to grow.

## Row Length Inputs:

If you have rows of varying length, there are up to 45 rows available in the **Row Length Input** section of the calculator for you to fill in each row length. If your rows are all the same length simply multiply the length by the number of rows and list this value in Row 1 of the **Row Length Inputs** section.

## Cold Weather Crop Inputs:

For each crop in this section of the calculator, you will fill in the following:

**# lbs/wk per person:** (If you are only producing for Market and not for a CSA or to feed your family members you can leave these cells blank and go on to the following section). This is the amount of each crop that you want to provide to each person per week. The calculator recognizes decimals, not fractions. For example, for carrots you may want to input "1" for 1 lb of Carrots a week, for Arugula you may want to input ".125" for an 1/8 lb a week. If you will not be growing a specific crop just leave the field blank or input "0".

**# lbs/wk sales:** This column is only open to input in the Farm version of the calculator. If you are using the Garden version you will not be able to input anything into this column. This is the amount that market farmers intend to sell per week. For example for Leaf Lettuce you may want to input "25" for 25 lbs of leaf lettuce per week. If you will not be growing a specific crop just leave the field blank or input "0" here.

If you plan to sell in both retail and wholesale markets or if you want to distinguish between markets (such as wholesale to restaurant or wholesale to stores) you will need to create a new version of the Retail Sales Calculator for each market. You will do this by copying your original version of the calculator and saving it as a new file that you then customize for your additional market. This process is described more in depth below in the Retail Sales Calculator section of these instructions.

**# of wks of harvest** in the early part of season (**Orange header**): Leave this blank if you have no **# lbs/wk per person** for the crop. Otherwise, input the number of weeks you want to harvest a particular crop in the early part of the season, BEFORE the hottest part of the summer when many cold weather crops do not do well. For example, for Leaf Lettuce, you may want to input "3" for 3 weeks of harvest in the early part of the season. Take care to plant so that your harvests occur before the hottest part of the summer. In the case of Garlic, and Shallots this cell has "1" week as an un-editable default. This is because Garlic and Shallots will only be harvested once, when the stems

die back. In the case of Onions, they can be harvested prior to reaching full maturity even though full maturity only happens once.

**Succession Interval** in the early part of season (**Orange header**): Input the interval at which you will harvest each crop in the early part of the season. For example you may have input 3 weeks of harvest for Beets but you may only want to harvest them bi-weekly. In this case you would input "14" in the Succession Interval, for 14 days between each harvest. Or you may want to harvest Beets each week, in this case you would input "7" in the Succession Interval for 7 days between each harvest. It is not recommended that you put anything other than a 7 day interval into these fields. A 7 day (weekly) or 14 day (bi-weekly) interval is most common.

**# of wks of harvest** in the late part of season (**Yellow header**): Input the number of weeks you want to harvest a particular crop in the later part of the season, AFTER the hottest part of the summer when many cold weather crops do not do well. Please see the previous examples. Please be aware that because of your Season End Date, there may not be sufficient time left in the season to grow as many successions as you did in the early part of the season. In the case of Garlic, Onions and Shallots, the cells in this section are un-editable. This is because these crops are not succession planted.

**Succession Interval** in late season (**Yellow header**): Input the interval at which you will harvest each crop in the later part of the season. Please see the previous examples. Please be aware that because of your Season End Date there may not be as much time left in the season to grow as many successions as you did in the early part of the season.

**2<sup>nd</sup> planting date** in late season (**Yellow header**): Input the date at which you are going to plant each crop for the later season harvest, AFTER the hottest part of the summer when many cold weather crops do not do well. This date will vary depending on the crop and variety you want to plant. It is not dependent on the first frost date of the upcoming winter but is dependent on when the soil in your area is cool enough for the seeds to germinate. Many seed companies will specify when later season cold weather crops can be sown.

**Ave # of days to Harv:** Use seed packet information for inputting the average number of days to harvest for each crop. Maturation times may vary between varieties, if you are planting several varieties, average the number of days to harvest of all the varieties you are planting. For example, if you have 2 varieties of beets, one with a maturation time of 50 days another with a maturation time of 65 days, you will input 58 days. Harvest dates generated by the calculator will be most accurate if the varieties of crops you are planting have similar maturation times.

Remember to save your calculator.

## Hot Weather Crop Inputs:

For each crop in this section of the calculator, you will fill in the following:

**# lbs/wk per person:** (If you are only producing for Market and not for a CSA or to feed your family members you can leave these cells blank and go on to the following section). This is the amount of each crop that you want to provide to each person per week. For example, for Tomatoes you may want to input “1” for 1 lb of tomatoes a week, for Basil you may want to input “.125” for an 1/8 lb a week.

**# lbs/wk sales:** This column is only open to input in the Farm version of the calculator. If you are using the Garden version you will not be able to input anything into this column. It is the amount that market farmers intend to sell per week. For example for Tomatoes you may want to input “50” for 50 lbs of Tomatoes per week.

If you plan to sell in both retail and wholesale markets or if you want to distinguish between markets (such as wholesale to restaurant or wholesale to stores) you will need to create a new version of the Retail Sales Calculator for each market. You will do this by copying your original version of the calculator and saving it as a new file that you then customize for your additional market. This process is described more in depth below in the Retail Sales Calculator section of these instructions.

**Ave # of days to Harv:** In this section you will input the “in-ground” average number of days to harvest. Use seed packet information for number of days to maturation for direct sowing of seed in the ground for each crop. Maturation times may vary between varieties, if you are planting several varieties, average the number of days to harvest of all the varieties you are planting. For example, if you have a 2 varieties of Eggplant, one with a maturation time of 54 days another with a maturation time of 70 days, you will input 62 days. Harvest dates generated later in this calculator will be most accurate if the varieties of crops you are planting have similar maturation times.

If you are starting plants indoors and transplanting seedlings into the ground you will input the number of days to harvest from the point that the seedling is transplanted into the ground. Most store-bought seedlings will have a maturation time listed on the planting information marker/tab. If you are starting your own seedlings you will need to subtract the total number of days to maturation (from seed) from the number of days the seedlings have been in the seedling tray.

Remember to save your calculator.

**Basic Information (Orange area):** Once you have input the above information, you will need to check the orange box in the Basic Information section at the top of the calculator to see how much space you have remaining or to make sure you have not used up more than the space you have. After you have reviewed the Planting Information generated by the calculator (discussed in the following section of these instructions), you could return to the orange area of the Basic Information section to input any crops that you plan to intercrop.

### **Cold Weather Crops Row Planting Information:**

The input values used in the Cold Weather Crop Inputs section of the calculator are used to calculate the planting information for each crop in this section. The following planting information is generated to assist you in basic planting and in orchestrating your planting successions.

**Plant Spacing:** This field is an input field so that you may change these figures if you are not using bio-intensive planting methods, but if you plant less densely than these default values your actual yields will likely be lower than projected by the calculator. The default values in these cells indicate the spacing of crops when using bio-intensive methods.<sup>2</sup>

**Total Row Feet:** This calculation tells you the total number of row feet you will need to plant of each crop over the entire season to achieve your production goals set out in the crop input sections of the calculator.

**Row Feet/wk:** This calculation tells you the approximate number of row feet you will need to plant of each crop per week to achieve your production goals set out in the crop input sections of the calculator. Remember, the total number of weeks of planting will be the same as the total **# of weeks of harvest** that you input above for each cold weather crop, including both early and late season plantings. For example, if you intend to harvest 3 weeks worth of beets in the early part of the season and 1 week worth of beets in the later part of the season you will be planting the number of row

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<sup>2</sup> Using the bio-intensive method, the default plant spacing normally occurs in a 36" wide row. It is helpful to seed densely and then thin gradually, making room for the healthiest plants slowly, over time. Best to not thin to this plant spacing right away, as you will likely lose some plants and others may not grow well. Thin gradually as the plants grow so that you select for the healthiest most vibrant plants and thus you can maintain maximum planting density and not have "holes" in your growing beds.

feet indicated here each week for a total of 4 weeks (3 in the early part of the season and 1 in the later part).

**Total # of plants sown:** This calculation tells you the total number of plants you will sow for the entire season to meet your production goals. We recommend that you add 20% to the amounts in this section of the calculator because some of your seeds may not germinate.

**Plants sown/wk:** This calculation tells you how many plants you will need to plant of each crop per week to achieve your production goals set out in the crop input sections of the calculator. We recommend that you add 20% to the amounts in this section of the calculator because some of your seeds may not germinate. Remember, the total number of weeks of planting will be the same as the total **# of weeks of harvest** that you input above for each crop, including both early and late season plantings. For example, if you intend to harvest 3 weeks worth of beets in the early part of the season and 1 week worth of beets in the later part of the season you will be planting the number of plants indicated here each week for a total of 4 weeks (3 in the early part season and 1 in the later part).

**Annual yield (lbs):** This calculation will give you an idea of the total yield in lbs of each crop you need to produce to achieve your production goals.

### **Cold Weather Crops Planting and Harvest Date Information:**

The input values used in the Cold Weather Crop Inputs section of the calculator are used to calculate the planting and harvest date information for each crop in this section. The following planting information is generated to assist you in basic planting and in orchestrating your planting successions. You will notice that Garlic, Onions and Shallots do not have succession planting dates as mentioned above in the Cold Weather Crop Inputs section under **# of weeks of harvest**.

Once you review the information generated in this part of the calculator, you will be able to use the Row Planting Templates to map out where and when you will plant your crops and when you will harvest them. This will be discussed below.

**# of days to harvest:** This is the same number that you input above for Ave **# of days to Harv.**

**# of weeks to harvest:** This is simply a conversion of the **# of days to harvest**.

**1<sup>st</sup> plant date (Orange header):** This calculation indicates when you will plant your first, early season, weekly succession of each crop. This calculation is based on standard



planting dates for each crop relative to the frost date. Successive crops will be planted based upon the number of weeks of harvest and the succession interval that you input in the Cold Weather Crop Input section above. For example if for Chard, you input 3 weeks, bi-weekly, in the early part of the season, your first planting date will be indicated in this field and you will plant every other week after that until you have planted a total of 3 weeks of Chard over a period of 5 weeks. Be sure that you have been careful in the input sections above so that harvests for all early season successions occur before the hottest part of the summer.

**Note:** At this time the calculator only accounts for a spring planting of Shallots, 6 weeks before the last frost date. But Shallots can be planted in the fall in regions where summers are very hot. If you are planting them in the fall you can disregard the **1<sup>st</sup> Planting Date** for Shallots here and your **1<sup>st</sup> Harvest Date** will also be well before the date shown here. But your harvest totals and sales projections will still be accurate.

**1<sup>st</sup> harvest (Orange header):** This calculation indicates approximately when you can expect your first harvest of each cold weather crop in the early part of the season. This is based on the **Ave # of days to harvest** that you input for the varieties of each crop you are planting. Successive crops will be harvested based upon the number of weeks of harvest and the succession interval that you input in the Cold Weather Crop Input section above. For example if for Chard, you input 3 weeks, bi-weekly, in the early part of the season, your first date of harvest will be indicated in this field and you will harvest every other week after that until you have harvested 3 weeks worth of Chard over a period of 5 weeks.

**Final Harvest (Orange header):** This calculation indicates approximately when you can expect your final harvest of all successions of each crop in the early part of the season. Please note that in the case of Garlic, Onions and Shallots the Final Harvest date in this section is blank, because these crops will be harvested completely upon their approximate maturity date or remain in the ground beyond this date.

**2nd Planting Date (Yellow header):** This is the date that you input in the Cold Weather Crop Input section of the calculator that specifies when you will begin to plant successions of crops for harvest in the later part of the season, after the hottest part of the summer when these crops do not do well. Successive crops will be planted based upon the number of weeks of harvest and the succession interval that you input in the Cold Weather Crop Input section above. For example if for Chard you input 3 weeks, bi-weekly, in the later part of the season, your first planting date will be indicated in this field and you will plant every other week after that until you have planted 3 weeks worth of Chard over the course of 5 weeks. Be sure that you have been careful in the input sections above so that harvests for all later season successions occur after the hottest part of the summer.

**IMPORTANT:** This **2<sup>nd</sup> Planting Date (Yellow header)** can be anytime after the **1<sup>st</sup> Harvest date (Orange header)** of cold weather crops completely harvested in the early part of the season. To save space, these later season successions must be planted in the same location as the early season successions as accounted for in the cell called “Row ft double-planted, successions” in the orange area of the **Basic Information** section of the calculator. If you do not wish to replant in the same location, you will have to account for that with additional space.

To get the most out of the space you have, you should balance the date at which the soil is cool enough for the seeds planted to germinate and the date at which your earlier season successions are completely harvested and thus these locations are free to be reseeded. If necessary, you can now change the **2<sup>nd</sup> Planting Date** you entered in the Cold Weather Crop Input section. Then scroll to the top of the page and review the orange area in the Basic Information section to see how this change affected how much space you have left.

**1<sup>st</sup> harvest (Yellow header):** This calculation indicates approximately when you can expect your first harvest of each cold weather crop in the later part of the season. You have already input the **2<sup>nd</sup> Planting Date** for crops planted in this part of the season in the Cold Weather Crop Input section above. The calculation here is based on the **Ave # of days to harvest** that you input for the varieties of each crop you are planting. Successive crops will be harvested based upon the number of weeks of harvest and the succession interval that you input in the Cold Weather Crop Input section above. For example if for Chard you input 2 weeks, weekly, in the later part of the season, your first date of harvest will be indicated in this field and you will harvest every week after that until you have harvested 2 weeks worth of Chard over a period of 2 weeks.

**Final Harvest (Yellow header):** This calculation indicates approximately when you can expect your final harvest of each crop in the later part of the season. **Note:** It may be that your crops could technically produce longer than your Season End Date. If this **Final Harvest** date is beyond your Season End Date you will need to revise the **# of weeks of harvest in the later part of the season** in the Cold Weather Crop Input section and then scroll to the top of the page and check the orange area in the Basic Information section to see how this change affected how much space you have left. When you have made the necessary adjustments remember to then save your calculator.

**# of days of harvest:** This calculation gives you an approximate total number of days that you might expect to harvest each cold weather crop succession.

## Hot Weather Crops Row Planting Information:

The input values used in the Hot Weather Crop Inputs section of the calculator are used to calculate the planting information for each crop in this section. The following planting information is generated to assist you in basic planting and in orchestrating and any planting successions with fast maturing cold weather crops that you might plan. Since hot weather crops are slow to mature and are continuously producing, they generally are not planted successively, so there are no weekly planting calculations for these plants.

The exception here is beans. Beans should be planted successively over several weeks to ensure continuous harvests, so that you don't have all of your beans mature and stop producing within the same several week period. Therefore, you will want to divide the **Total Row Feet** that you will plant for the season by the number of successions you will plant and fill in the Planting and Harvest Guide and Planting Overview accordingly.

**Important:** Bean successions will not be accounted for in the Basic information section of the calculator. If you succession plant your Beans you will be able to add the amount of space used for later successions that are planted in the same location as earlier successions to the value in the **Row Ft unused** field of the Orange area of the Basic information section. So, for example, say the **Row Ft unused** field reads "45" and you are going to plant two 30 ft successions of Beans, for a total of 60 ft. If you plant the 2<sup>nd</sup> succession in the same location as the 1<sup>st</sup> succession (after it is harvested) you can add 30 ft to your **Row Ft unused** field, so you will have a total of 75 ft of unused space.

**Plant Spacing.** This field is an input field so that you may change these figures if you are not using bio-intensive planting methods. If you do not plant as densely, your actual yields may be lower than projected by the calculator. The default values in these cells indicate the spacing of crops when using bio-intensive methods.<sup>3</sup>

**Total Row Feet:** This calculation tells you the total number of row feet you will need to plant of each crop to achieve the production goals set out in the crop input sections of the calculator. Unlike the Cold Weather Crops you will plant the entire number of row feet at once, not successively.

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<sup>3</sup> Using the bio-intensive method the default plant spacing normally occurs in a 36" wide row. It is helpful to seed densely and then thin gradually, making room for the healthiest plants slowly, over time. Best to not thin to this plant spacing right away, as you will likely lose some plants and others may not grow well. Thin gradually as the plants grow so that you select for the healthiest most vibrant plants and thus you can maintain maximum planting density and not have "holes" in your growing beds.

**Total # of plants sown:** This calculation tells you the total number of plants you will sow for the entire season to meet your production goals. We recommend that you add 20% to the amounts in this section of the calculator because some of your seeds may not germinate.

**Annual yield (lbs):** This calculation will give you an idea of the total yield in lbs of each crop you need to produce to achieve your production goals.

## **Hot Weather Crops Planting and Harvest Date Information:**

The input values used in the Hot Weather Crop Inputs section of the calculator are used to calculate the planting and harvest date information for each crop in this section. The following planting information is generated to assist you in basic planting and for any planting successions with fast maturing cold weather crops that you might plan in order to save space. Please remember to succession plant beans as described above. Several hot weather crops can be started indoors or in a greenhouse well before their planting date.

**# of days to harvest:** This is the same number that you input above for **Ave # of days to Harv.** If you start these plants indoors remember that you subtracted the total number of days to maturation (from seed) from the number of days the seedlings have been in the seedling tray.

**# of weeks to harvest:** This is simply a conversion of the **# of days to harvest.**

**Standard # of days of harvest:** This is a general guideline for how many days of harvest one could achieve for each hot weather crop. If you have input a Season End Date this value will not be used to project your final harvests.

**Planting date:** This calculation indicates when you will plant each hot weather crop.

**1<sup>st</sup> harvest:** This calculation indicates approximately when you can expect your first harvest of each hot weather crop. This is based on the **Ave # of days to harvest** that you input for the varieties of each crop you are planting.

**Final poss harvest:** This calculation indicates approximately when you can expect your final harvest of each hot weather crop beyond what you have input as your Season End Date.

**Final Harvest:** This calculation indicates approximately when you can expect your final harvest of each hot weather crop based on what you have input as your a Season End Date.

**# of days of harvest:** This calculation gives you an approximate total number of days that you can expect to harvest each hot weather crop based upon what you have input as your Season End Date.

### **Seed Amount Information:**

This section calculates how much seed you will need to achieve your production goals. 20% has already been added to these values to account for loss due to the possibility of lack of germination. Since seed companies are not consistent in the unit of measure when listing the amount of seed per packet this calculation provides you with several options. The increments are given in: **actual # of seeds**, **approximate number of grams** of seed and **approximate number of ounces** of seed for each crop. The weight conversions are based on an average across varieties so when it comes to ordering specific varieties there could be significant divergence in seed weight from what is listed here. When you have doubts, go with the seed counts!

### **Planting and Harvest Guides:**

Once you have completely filled out the calculator and adjusted the inputs so that all of your space is used, you can begin to fill in the Planting and Harvest Guide forms. First, decide which scale of the Planting and Harvest Guide you will use. You will use either the 5ft row length interval or, if your row lengths are very long, the 50ft row length interval. The left column in the template shows your row length and the top row shows the weeks of the season.

Examine the Planting and Harvest Guide Samples for examples of planting tomatoes and basil side by side, and examples of planting carrots and radishes together. Light colors indicate planting and maturation times and dark colors indicate harvest times. You will indicate the planting and maturation times for your particular varieties.

For the tomatoes and basil we planted one row foot of basil for every 3-row feet of tomatoes. We also succession planted the basil so that it would not all be mature at the same time.

For the radishes and carrots, we intercrop these and actually mix the seed together before planting; this is why the colors are shaded on the template during the planting and maturation times. You could use cross-hatching to show that the crops are seeded

together. This template demonstrates planting the two crops in three successions in the early part of the season and three successions in the later part of the season.

The Template Use file gives a concise, detailed overview of the process of transferring the information generated by the calculator to “on the ground” application. We recommend reading that file after you have finished these instructions.

### **Retail Sales Calculator:**

For Market Farmers to project the amount of retail or wholesale sales per week, and the total sales for the season, the Retail Sales Calculator is used. In the input sections of the Calculator, you filled in the amounts that you plan to sell per week. Those inputs are automatically filled in here. You will now need to input the prices/lb that you will charge for each crop. Then the projected sales will automatically be calculated based on the approximate number of weeks of sales, which is simply a conversion of the number of weeks of harvest generated in other sections of the calculator.

If you plan to sell in both retail and wholesale markets or if you want to distinguish between markets (such as wholesale to restaurant or wholesale to stores) you will need to create a new version of the Retail Sales Calculator for each market. You will do this by copying your original version of the calculator and saving it as a new file that you then customize for your additional market.

For example, lets say your original version contains plans for CSA and retail sales at the Farmers Market but you want to also have two additional channels, one for wholesale to restaurants and one for wholesale to stores. You would first create a version and perhaps call it "2012 CSA and Farmers Market." Then, save it again by renaming the new one "2012 Wholesale Restaurants." In this version you will delete the "# of persons to feed" (because this cell has no bearing on the Retail Sales Calculator), and you would delete all of the figures in the column called "lbs/week per person" (as this column also has no bearing on the Retail Sales Calculator). You would then adjust the figures in the column called "# lbs/week sales" to account for how much you want to sell wholesale to restaurants. Then you would adjust the "price/lb" cells in the Retail Sales Calculator to their wholesale prices. The same process would be done for wholesale to stores. You must keep in mind that the "Total Row Ft Used" combined for all versions must not exceed the total space you have.