

A Grower's Perspective

Common pitfalls to avoid



Plan, Plan, Plan

- ⦿ There's no such thing as too much planning
- ⦿ Planning includes: education, meeting other growers, interning or consulting at a similar facility, site selection, site layout, market research, financing options and a solid business plan

Do Your Homework

You'll be glad you did

- Test Your Source Water
- Get Accurate Estimates on Energy Costs
- Time your purchases to reduce storage and cash outlay
- Find local suppliers...freight costs are high
- Set up Bookkeeping/Accounting plans
- Keep Financial records & Greenhouse Diary from Day 1
- Be ready for food safety compliance

Design An Efficient Layout



Decide Who Your Market Is



Wholesale



Retail

Types of customers include: Restaurants, Grocery Stores, Third Party Distributors, Schools, and the General Public

Be Smart About Large Customers



Get a contract before
you grow a crop for a
specific customer



You can only make so
much pesto!

Don't Have Too Many Products



To Tour Or Not To Tour?

Consider the implications of allowing the general public access to your facility

- Time constraints
- Exposure to potential pests, diseases and food safety concerns
- Consider off-site presentations as an alternative
- Consider a small demonstration greenhouse as an additional income source



Making a Living and Having a Life

Be prepared

- Be sure you are ready for some lean years and long work days. Be realistic in your expectations...you will need to be all in with your time and money
- Consider a second income in your household (unless you have a big savings account!)