



Marketing Season – 90% marketed on the farm Self-Serve Roadside Stand Opens weekends in early May, daily by early June Daily through mid-November Open daily/weekends into mid-December depending on season Summertime CSA 21 Weeks starting 2nd week of June through end of October "Wintertime" CSA

- 2 distributions in Nov, 2 distributions in Dec, 2 in Jan/Feb
 * Planned expansion 2015 to add 2 distributions in Mar/Apr & 2 in May
- New Bedford Farmers Market (heavy coupon traffic)
 Starts 1st Thursday in July > end of October (-17/18 markets)

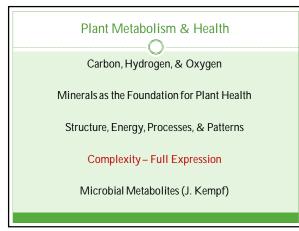
Harvest & Marketing Rhythms

- Monday CSA Distribution (& Farmstand Light Pick)
 Harvest for 20 full share & 25 partial shares = 45 shares
- Tuesday Farmstand (CSA "Remains" + Fresh Harvest)
- Wednesday "Fish & Foliar" Morning (Light Stand Pick)
- Thursday NB Market (6 miles from farm) & Farmstand
- Friday CSA Distribution (& Farmstand Light Pick) • Harvest for 40 full shares & 15 partial shares = 55 shares
- Saturday Farmstand (CSA "Remains" + Fresh Harvest)
- Sunday Farmstand (Full or Light Stand Pick season?)









Judging Our Production

Considering the Whole

Inputs

Yields - Quantity Yields - Quality

Additional Benefits & Costs ("Externalities")

Impact on Future Resource Base

Minerals, Microbes, & Management

3 Keys to Vigorous Production

Akin to Chemical, Biological, & Physical

All 3 Are Connected

Management?

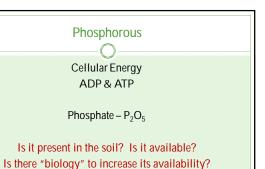
Building Fires...

Beyond N, P, K Nitrogen, Phosphorous, Potassium or Nitrogen, Phosphate, Potash Considered to be nutrients needed in greatest amounts for plant growth... but also consider for plant/human health • Carbon, Hydrogen, Oxygen • Sulfur • Calcium, Magnesium, Silicon • Boron, Chlorine, Molybdenum, Selenium • Cobalt, Copper, Iron, Manganese, Nickel, Sodium, Zinc

Nitrogen – The "Green" Rules

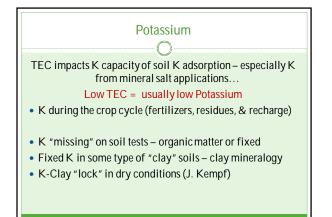
- Nitrogen is part of our atmosphere
- 78% of air is Nitrogen in N₂ form unavailable for plants
- Nitrogen Plant Growth structure, metabolic, genetic
- Nitrate vs. Ammonium
- Molybdenum Nitrate Reductase Enzyme
- Cover Crops Legumes, Grasses, & Catch Crops
 Rhizobia but also... Azotobacter
- Residue Digestion & Nutrient Circulation
- Protozoa Consuming Bacteria & Releasing Ammonium
 Need food (bacteria) & water (mobility)





is there "biology" to increase its availability?

Different Soil Tests Yield Different Information



Cation and Total Cation Exchange Capacity

CEC and TCEC & Soil Colloids

- Cation (definition) nutrients with a positive charge
- Soil: Air, Water, Mineral (Sand, Silt, Clay) & OM
- Soil Colloids Cations Adsorb onto negative sites • Clay
- Humus & Organic Matter (OM)
- "Light" or Low TEC Soils <10 CEC
- "Heavy" or High TEC Soils >10 CEC



Fertility in Practice – 2014 at Brix Bounty

- Field Sprays (low concentration traces) late winter/spring
- Bio-Builder Sprays 1-3x spring depending... & in fall
- BD Preps bd#500 and barrel compost 1-2x spring & fall
- Fall mineral applications (as budget/time allows)
- Pre-plant Mineral Mix & Energy Mix
- Nutrient Drench/Inoculation at Planting & as needed
- Sidedressing 1-3x as needed for high requirement crops
- Foliar sprays 1x per week to 1x per month until busy season slams us...

~5%-10%-15% of Gross Sales for Fertility Budget



Sidedressing

As needed – crop by crop basis The best fertility is the farmers footsteps

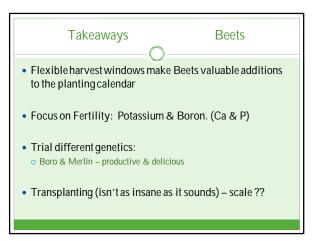
conductivity meters, refractometers, sap meters, etc.

At Brix Bounty we sidedress by hand (low-tech but also maximum flexibility)

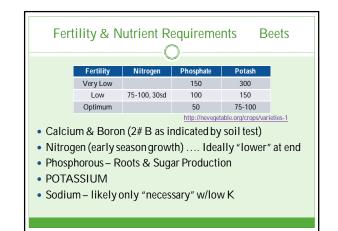
Blended Org Fertilizer or Nitrogen + other "nutrients" Krehers at 400-1000#/acre plus sul-po-mag – 100-200#/acre carbonatite – 100-400#/acre Cost for 1000# Krehers, 200# sul-po-mag, 400# carbonatite = less than \$10/bed (1000 sq. ft.) plus labor



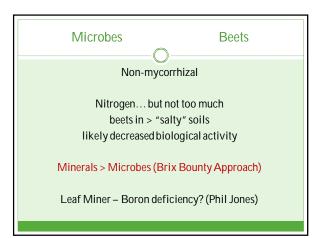








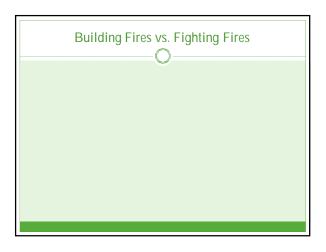








Economics of Beets Beets can be highly profitable! Building & Sustaining Demand Flavor! Small Acreage Allows for Attention to Detail Bunching may be labor intensive depending on Leaf Quality



Growers Tips & Marketing Considerations

- Once nice beets w/ greens are available swiss chard sales slow down...
- Aim to have Beets available at the farmstand for Father's Day (mid-June) ... from mid-April transplants.
- We'll usually start distributing beets for our CSA around the Summer Solstice ideally week #2.

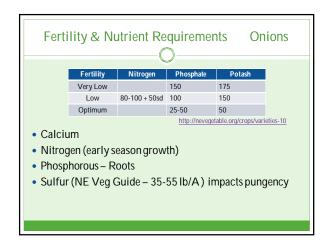


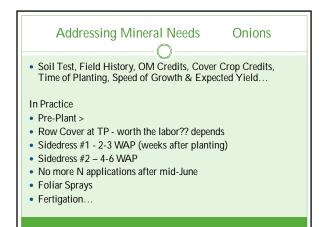
- Adequate Space (thinning) & Fertility are key to good yields.
 - Phosphorous is key to sugar production
- Potassium & Boron are essential to moving the sugars into the roots.
- Transplanting offers an opportunity for earlier harvests
- Germination Tips > Beets
- Experiment with high quality hybrid seeds

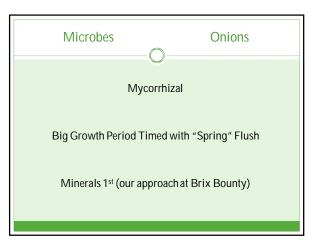




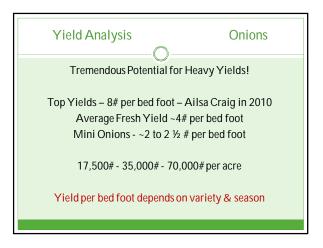


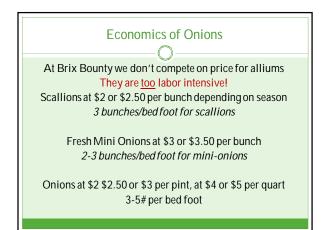




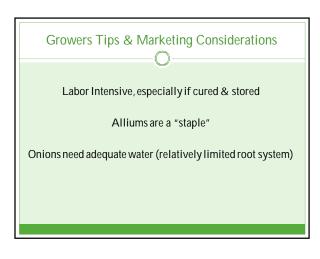


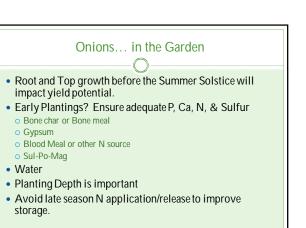








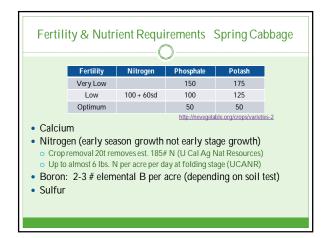




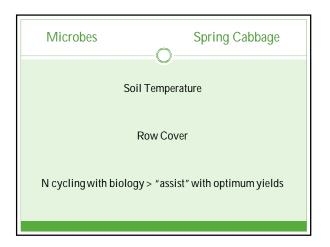




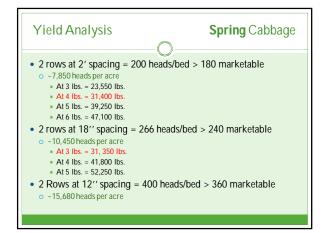














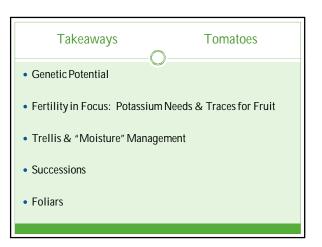


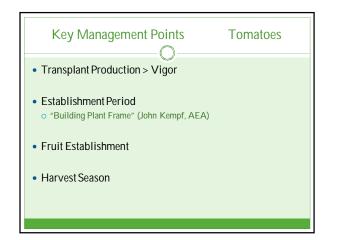


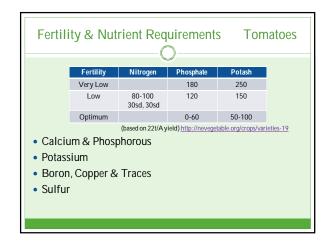
Spring Cabbage ... in the Garden

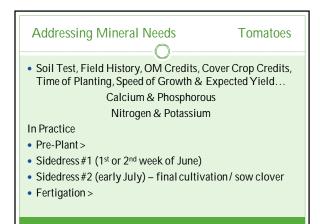
- Plant Spacing Cabbage Like their space...
- Pest "Prevention" including flea beetles, ICW & four legged ... bunnies/woodchucks/etc.
- Provide plenty of fertility
- Plant only if you have the room...

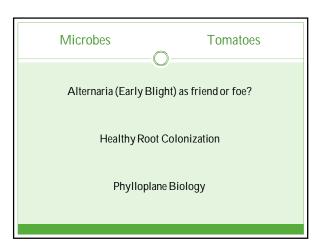


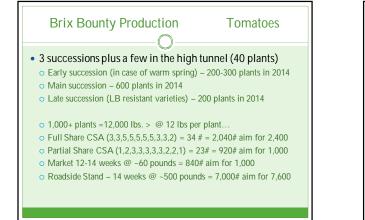


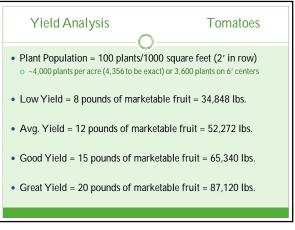


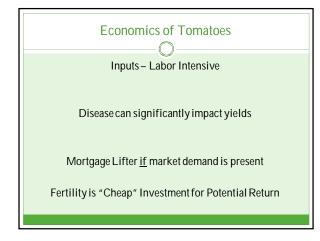


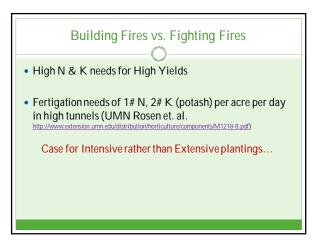












Growers Tips & Marketing Considerations CSA, Direct Market On-Farm, Off-Farm, & Wholesale Small Farm's Version of "Corn" for the casual customer What is Market Demand? How to match peak demand & "lower demand" periods Type ? Cherry Tomatoes, Slicers, Heirlooms, Paste ? Late Blight Resistant Varieties are "promising"

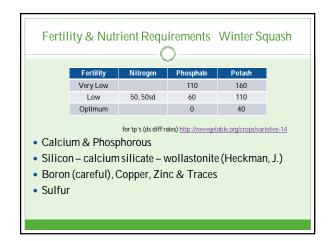
Tomatoes ... in the Garden

- Adequate Space & Support
- "Early Establishment"
- Nutrient Needs Through the Plant Life Cycle
- Shifting from Leaf Growth > Fruiting Energy

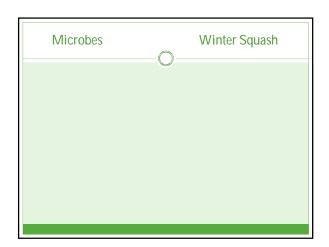






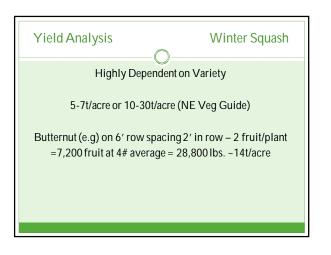




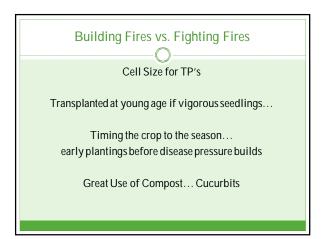


Brix Bounty Production Winter Squash • 2 successions – slightly staggered planting for flexibility o 1st succession started in 50-cell trays 3rd week of May o 2nd succession started in 50-cell trays end of May • Total ~1/3 to 1/2 acre at 12" 18" or 24" spacing in row Both are transplanted out ~14 days after seeding (depending on speed of germination)... small seeded types i.e. sweet dumpling and delicata might be transplanted closer to ~21days.

- By staggering planting dates we can alter/change plant density on 2nd planting as necessary and/or add additional beds. We usually start an extra 2-3 beds worth of transplants (15% extra on top of usual 110%)







Growers Tips & Marketing Considerations "Staple" of the fall & early winter - for CSA & Markets Honor System Stand > we don't go crazy selling b-nut (it's too easy for it to potentially disappear) Difficult to "compete" on price w/larger conventional growers Selling by unit instead of by pound - price elasticity Small at \$2-3, Med. Size squash ~\$4, Large at \$5-6

