Are You Helping Diversified Vegetable Farmers?
Let us help you!

Over the past five years, Southern SAWG and our partners have helped hundreds of diversified vegetable producers improve their profitability with our “Growing Farm Profits” program. Now the Southern SAWG training team has drilled down a little deeper into some of the recurring issues farmers face as they wrestle with profitability on their farms. This Fall we will be addressing three of these issues in a series of one-hour webinars specifically designed for agricultural professionals who help diversified vegetable producers in the South. All webinars will begin at 3:30p (Eastern). Here’s the rundown:

October 22, 2015 – Record Keeping for Profit Management for Vegetable Growers. One of the most frustrating dilemmas farmers face in profitable decision making is having accurate information for those decisions. They may keep receipts for expenses, and record how much product is selling, but how do they determine the labor costs for each crop when there are so many crops in the field? This webinar will help you learn some of the tricks of the trade across the spectrum from paper and white boards to computers and phone apps and put you on the right track in addressing these challenges with the farmers looking to you for assistance.

November 19, 2015 – Cost-Benefit Analysis for Vegetable Equipment Purchasing Decisions. “Should I add more labor or should I finally purchase that one piece of equipment to streamline the operation?” Farmers may ask you this question that could mean thousands more in profit on the farm. This webinar will show you how to assist farmers in answering this question.

December 17, 2015 – Schedule F vs Profitability Accounting for Vegetable Farming. All farmers have to file a Schedule F to stay in compliance with the IRS. Unfortunately the accounting systems used to ensure tax filing are not the same as those necessary to provide the producer with knowledge of what management actions to take to increase profitability. In this webinar you will get a glimpse of an extension agent working with a farmer who discovers just this problem. Together they learn how to look at the farm a little differently to better determine what key management areas need to be adjusted to improve profitability.

Want to explore the bigger picture? Come to our day long Growing Farm Profits In-service Training in Lexington, Kentucky on January 26, 2016, right before the 25th Annual Southern SAWG Conference. Here’s just a taste of what we will cover:

- Differences between profit management and financial management
- Drivers to profitability
- What data really needs to be tracked
- Evaluating profitability of various crops and various markets
- Analyzing data to determine the impact of decisions

Need more info? Contact info@ssawg.org

This series of webinars has been developed by Southern SAWG • www.ssawg.org

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