

Know Your Costs To Grow

Flower Farmer Cohort
Track It Meeting



Introductions

Name

Farm Name


Products/Channels

Location


Scale

How has COVID-19 impacted your business?

Experience with product costing?

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"It's a little hard to think about time trials right now though I am realizing now more than ever how valuable that information would be during this major moment of pivoting our farm plan."

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KNOW YOUR COSTS TO GROW:

Costing and Decision Making for Multi-Crop Vegetable Farmers



Oregon State University
Professional and
Continuing Education



Meeting Goals and Agenda

Goals

- You are prepared to do time studies on your farm this season.
- We've identified a plan to provide accountability and motivation.

Agenda Items

- Review Know Your Costs to Grow Program Timeline
- Time Studies: Get Clear on What They Are, How They're Used
- Share Labor Activity Worksheets and Time Study Plans
- Discuss Flower Specific Considerations
- Plan for Accountability and Motivation
- Complete Track It Module Evaluations

Review KYCTG Program Timeline



Now

Complete Track It module
and prepare for/attend
meeting



Spring, Summer, Fall

Track data



Late Fall

Complete Calculate It
module and calculate costs



Early Winter

Complete Analyze It module



Winter

Attend cohort meeting

Time Studies: What They Are, How They're Used

Sampling of how long an activity takes relative to a unit of measure.

Record Total Minutes and Total Units

For example:

- 60 minutes and 1 acre mowed
- 12 minutes and 1000 row feet direct seeded
- 15 minutes and 5 (128) trays seeded
- 120 minutes and 240 plants transplanted
- 60 minutes and 100 stems harvested

Field Labor Activities: Not Crop Specific

Harvest and Post Harvest: Crop Specific

Transplant Production Labor Activities: By Tray Type

Time Studies: What They Are, How They're Used

Raw time study data is plugged into the calculator

Calculator determines rate for activities: minutes *per* field unit/tray/crop unit

Labor hours for the crop are calculated based on:

- Rate per labor activity (converted to hours)
- Occurrences of the labor activity
- Units of the crop produced
- Labor hours per crop are multiplied average wage rate to get labor cost

Share Labor Activity Worksheets and Time Study Plans

- What specific Labor Activities will you be doing time studies on?
- What unit will you use for each time study?
- Are there any special considerations about when the time study starts/stops?
- How will you record time study data for each labor activity category?
- Which crops will you do harvest/post harvest time studies on?

Labor Activity Categories

Bed Prep

Direct Seeding

Transplant Production

Transplanting

Weed Management

Irrigation

Row Cover

Plant Care

Harvest

Post Harvest

Flower Specific Considerations

- ✓ Cost per Stem versus Cost per Bunch
- ✓ Perennials
 - ✓ Accounting for Establishment Costs
 - ✓ Comparing crop contribution margins over time





What is motivating you to participate in the Know Your Costs To Grow Program?

Accountability and Motivation

How have you been successful at starting a new habit?

How can this cohort be a source of accountability and motivation?

What can I/we do to help help hold you accountable/keep you motivated?