



HOW DID YOU DO THIS YEAR? End-of-the-year assessments to make now

1 MENTAL STATE

How are you feeling about your farm right now? (one word description)

2 OPERATING MODEL

What was your operating model this year?

Choose one: part-time seasonal, full-time seasonal, part-time year-round, full-time year round

3 CROPS

Top sellers you'll be keeping

Crops you'll be dropping

New introductions

% of your crop repertoire that is mainstream veggies

% of your crop repertoire that is niche/exotic veggies

4 PRODUCTION

% of your production that was intensive relay production

% of your production that was bi-relay production

% of your production that was single crop production

% of your production that was perennials/fruit

How many total units did you produce?

How many marketing weeks did you have?

5 GEAR

Any major new investments?

Only 5 more questions > > > >

6 WORKFLOW

Did you use outside help?
What worked, what didn't?
Any improvements planned?

7 MARKETING

What worked?
What didn't?

8 REVENUE TARGET – THIS YEAR

What was it for 2024, and did you make it?

9 REVENUE TARGET – NEXT YEAR

What is it?

10 LOOKING AHEAD - 2025 Business goal:

Choose one: steady state. ramp up. scale back

2025 SPIN Plan by the Numbers (fill in ??'s)

Growing space: ?? sq. ft.

Gross Revenue: \$??k

Marketing weeks: ??

Total Units: ??

Don't go it alone! When you run into questions, problems or want to share a brainstorm, we'll be here: <https://www.facebook.com/groups/BackyardRiches/>

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www.spinfarming.com