

## Determining Potential Yield and Sales for the Growing Season

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This worksheet is designed to help you determine how much your farm or garden will yield for the growing season. This information can then be used to determine potential sales. The following instructions and table will help you gather the information you need to calculate your potential yield and sales. There are two versions of the table. Table 1 is if you are planning to grow in rows. Table 2 is for those planning to grow smaller quantities in raised beds or containers or using intensive growing practices. The following instructions will indicate what to do if instructions for the two tables differ.

1. Enter each crop you plan to grow in the following table. These crops should match the crops you have outlined in your planting calendar and/or farm or garden map.
2. Enter the average crop yield expected in the following table.
  - a. If you are planting in rows (Table 1), this will be in yield per 100 feet of row. This information can be found for many crops in Table 15 in UK ID-128 Home Vegetable Gardening in Kentucky (Available at [https://grayson.ca.uky.edu/files/id-128\\_home\\_vegetable\\_gardening\\_in\\_ky.pdf](https://grayson.ca.uky.edu/files/id-128_home_vegetable_gardening_in_ky.pdf)) and other sources.
  - b. If you are using intensive gardening practices (Table 2), your average yield information may be a yield per area or you can use yield per 100 feet of row. Be sure to indicate the units and convert it to a measurement in feet, inches, square feet, or square inches to match the units used in your crop spacing guidelines.

If you are growing your crops in rows, continue with the following instructions for Table 1:



3. Enter the growing area for each crop. This will be in row feet and will correspond to the information in your Seed and Transplant needs worksheet, or your planting plan or farm/garden map.
4. Multiply the average crop yield (column 2) by the growing area (column 3). Enter the information in the expected yield column.

If you are using intensive gardening practices continue with the following instructions for Table 2:

- A. If your yield information is in yield per 100 feet of row you can convert to yield per plant using the following:
  3. Enter the distance between plants within a row for each crop. This information can be found on your seed and transplant needs worksheet, or:
    - a. If you are planting in rows, record this information in inches. You may be able to find this information from many sources,

but it can also be found in Table 4 in UK ID-128 Home Vegetable Gardening in Kentucky.

- b. If you are using an intensive gardening practice, this can be recorded in plants per square foot.

4. Calculate the yield per plant for each crop using the following formula:

$$\frac{\text{Yield/crop}}{100 \text{ ft of row}} \times \frac{1 \text{ ft}}{12 \text{ in}} \times \text{distance between plants}$$

5. Enter the number of plants you will be growing in column 5. This information should match your seed and transplant needs worksheet or your planting plan or farm/garden map.
6. Multiply the yield per plant by the number of plants you will be growing and enter this information in column 6.

- B. If your yield information is in units of area (for example, pounds/square foot):

3. Enter the growing area for each crop in column 5 of the table.
4. Multiply the yield per area by the growing area and enter this information in column 6.

If you would like to also estimate sales, follow these instructions to complete the tables. Keep in mind that if you do not plan to sell the produce from your farm or garden, this will be expected savings from not having to purchase those foods.

1. Find the market prices for the crops you intend to grow. This information could be from your own market research, or based on prices in your area. The University of Kentucky Center for Crop Diversification also collects information on crop prices at farmers' markets and produce auctions., which can be found on their Price Reports web site (<https://www.uky.edu/ccd/pricereports> )
2. Calculate the expected annual sales by multiplying the expected annual yield by the market price.

This table can also be used to determine how much you should plant to obtain a specific yield. This can be

helpful if you are want to grow for a target yield for a specific outlet, such as a farmers' market, community supported agriculture, or direct sales to restaurants or other consumers. Keep in mind that if you are going to provide weekly deliveries of a crop, you will need to multiply the yield you want to provide, but the number of weeks you hope to provide it. For most crops you will need that many sections for the crop planted on a staggered basis to provide yield each week.

1. Determine your target yield and enter that in the expected yield column.
- C. Enter the average crop yield expected in the following table.
  - a. If you are planting in rows (Table 1), this will be in yield per 100 feet of row. This information can be found for many crops in Table 15 in UK ID-128 Home Vegetable Gardening in Kentucky and other sources.
  - b. If you are using intensive gardening practices (table 2), you may use yield information for 100 feet of row, or in formation form another source in other units. If you are using other information, be sure to indicate the units and convert it to a measurement in feet, inches, square feet, or square inches.
- D. Divide the expected yield by the average yield. This will give you the growing area which can be entered in the growing area column of the correct table.

## References:

Home Vegetable Gardening in Kentucky. ID-128. University of Kentucky Cooperative Extension Service Markham, B.L. 2014. The MiniFarming™ Bible: The Complete Guide to Self-Sufficiency on ¼ Acre. SkyHorse Publishing. New York, New York.

Partnership for Sustainable Communities. 2011. Urban Farm Business Plan Handbook. Available at [https://www.epa.gov/sites/production/files/2015-10/documents/1.urban\\_farm\\_business\\_plan\\_handbook\\_091511\\_508.pdf](https://www.epa.gov/sites/production/files/2015-10/documents/1.urban_farm_business_plan_handbook_091511_508.pdf)

Stone, C. (2016). The urban farmer: Growing food for profit on leased and borrowed land. New Society Publishers. Gabriola Island, BC, Canada.

### Table 1: Planting in Rows

[illegible]

Table 2: Using intensive gardening practices.

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