



Deep Winter Greenhouses

BUSINESS AND ENTERPRISE ANALYSIS

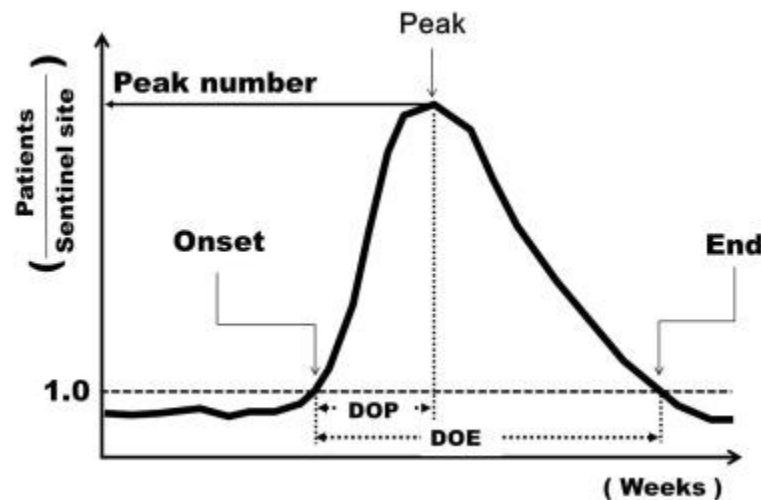
LIDA FARM

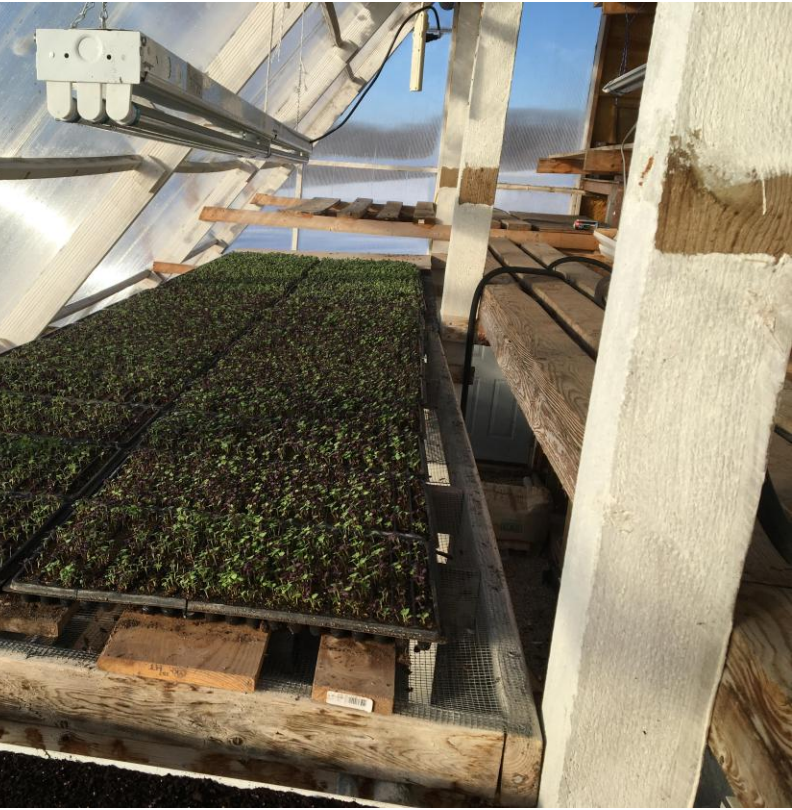
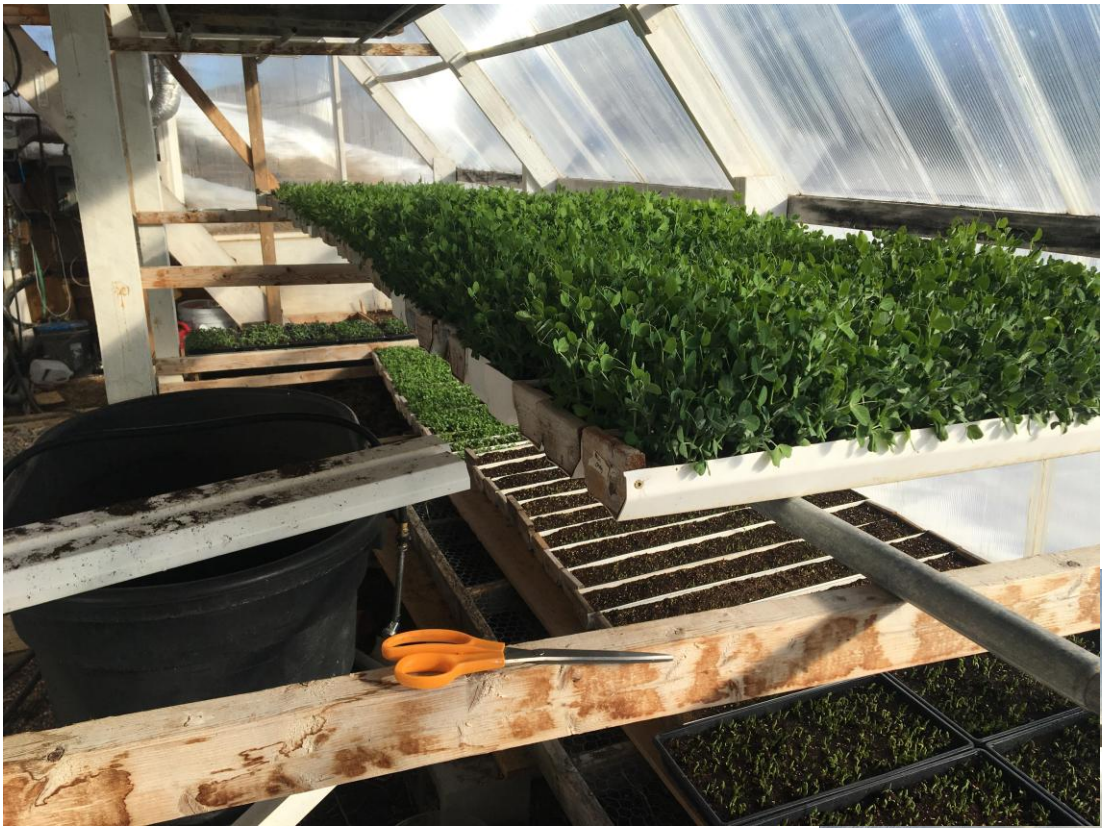




IS WINTER GROWING RIGHT FOR YOU?

- Current market
- Skills at growing
- Seasonal 'Epidemic Time Curve'







BUSINESS

- Winter CSA
 - Roots from cellar
 - Greens from DWG
 - 15 shares = \$4,500
- Onion starts savings



Lida Farm Winter CSA Information and Order Form

The 2019-20 winter season will be our sixth year doing a winter CSA.

All shares will be done by pickup at a dropsite, either at the Manna Food Co-op in Detroit Lakes or at the farm. We have 15 shares available on first-come, first-serve basis. We are giving past members first chance to sign up.

What to Expect:

- **Seven planned boxes through the season**
 - Halloween Box: Monday, October 28
 - Thanksgiving Box: Monday, November 25
 - Christmas Box: Monday, December 16
 - 1-2 boxes in January
 - 1-2 boxes in February
 - 1 box in March
- **Mix of storage crops and winter greens**
 - *Storage crops*: carrots, potatoes, onions, winter squash, garlic, rutabagas
 - *Winter greens*: lettuce, salad mix, winter greens mix (mustards, Asian greens, beet greens), baby arugula, baby spinach, kale
 - Some radishes, cabbage, and turnips grown fresh in the greenhouse
 - Expect early boxes to focus more on storage crops and later boxes focus on greens as the season progresses.
- **Heavy boxes**
 - We will use $\frac{3}{4}$ bushel boxes as with our summer CSA shares. Since we are not making frequent deliveries, we plan on making heavier boxes, especially in the fall. For example, expect 10 lbs of potatoes in the Thanksgiving Box instead of our usual 2 lbs we put into summer boxes.

Cost: \$300

If you are in a position to pay in full, we'd appreciate it, but we are totally flexible on payment. Feel free to pay in any number of installments that work for you. Please make checks to "Lida Farm."

ECONOMICS: MY EXAMPLE

	Winter CSA
Sales	\$6,000 (\$400 x 15) DWG=half of value
Tools	Root cellar, high tunnel, winter greenhouse
Marketing costs	Delivery (\$200 over 7 deliveries w/ 1 dropsite)
Production costs	\$1,200
Capital cost	\$900/year
Net return	About \$3,500
Time	Packing + clean-up + 1 hour daily through winter

RECOMMENDATIONS

- Decide if DWG enterprise complements your goals and current production
- Should you go forward:
 - Maximize space
 - Consider Winter CSA
 - Keep start up costs as low as possible
 - Creative kit construction?



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