

Table of Contents

GUIDE 1		Table 17: Start-Up Costs for a Part-time, Large "High-road" Model	32
What's SPIN-FARMING	4	Full-time Moderate Size "High-road" Model	32
How SPIN-FARMING Differs from Conventional Farming	5	Table 18: Start-Up Costs for a Full-time Moderate Size "High-road" Model	33
Table 1: SPIN-FARMING Versus Conventional Farming	6	Full-time Large "High-road" Model	34
The Formulas for SPIN-FARMING Success	7	Table 19: Start-Up Costs for a Full-time Large "High-road" Model	34
Table 2: SPIN Formulas	8	SPIN's Bottom Line: Little or No Debt	34
SPIN Harvesting Techniques	10		
SPIN Marketing	11	GUIDE 4	
Table 3: SPIN Weekly Sales Targets	11	SPIN-FARMING Key Concepts	35
SPIN Operation Models	12	Utilizing Standard Size Beds	36
Table 4: SPIN-FARMING Operation Models	12	High-and Low-value Crops.	36
		Table 20 - Typical High-value Crops.	37
GUIDE 2		Table 21 - Typical Lower-value Crops	37
Establishing a SPIN Farm Land Base	13	Cropping Levels of Different Intensity	38
Table 5: Land Base Options	14	Table 22 - Examples of 3-and 4-Member Relays.	38
Part-time Land Base Options.	15	Table 23 - Examples of a Bi-relay	39
Table 6: A 7,500 sq. ft. Multi-site Part-time Hobby Farm	15	SPIN Farm Layout	39
Full-time Land Base Options	16	Structured Work Flow.	40
Table 7: A 20,000 sq. ft. Multi-site, Full-time Urban Farm	17	Table 24 - High-road Harvesting Work Flow.	41
Urban Farming's Competitive Edge	18	Market Stand Pricing	41
SPIN Farm Design	19	Table 25 - Two Price Tier Market	42
Table 8: Structure of a SPIN Farm	21	Summarizing SPIN'S Three Most Important Concepts	43
		Table 26 - SPIN-FARMING's Three Important Concepts	43
GUIDE 3		Putting SPIN-Farming Concepts into Play	43
Major Investments	22		
Table 9: SPIN Major Investments.	22	GUIDE 5	
SPIN Structures	24	The 1-2-3 Rule	44
Table 10: Permanent Post-harvesting Area	25	Table 27: Different Areas of Cropping Intensity	44
Table 11: Non-permanent Post-harvesting Area.	26	Crops to Consider Growing for Market.	45
SPIN Farm Irrigation Equipment	26	Table 28: Typical High-value Crops	46
Table 12: Irrigation Equipment	27	Table 29: Typical Lower-value Crops	46
Farm Stand Display Equipment	27	Table 30: Relative Importance of Crops for a Typical SPIN Farm.	47
Table 13: Farm Stand Display Equipment	28	Table 31: Items Frequently in Short Supply at Market	47
The Tools of SPIN-FARMING.	28	SPIN Farm Cropping Strategies.	47
Table 14: SPIN Hand Tools	29	Leafy Greens	48
Basic Investments for a Variety of SPIN Farm Models.	30	Table 32: Spring, Summer and Fall Offerings of Leafy Greens	48
Table 15: SPIN Operation Models	30	Table 33: Yield/Price Combinations for Leafy Greens	49
Part-time, Small Hobby Model, Using the "Low-road"	30		
Table 16: Start-Up Costs for a Part-time, Small "Low-road" Hobby Model	31		
Part-time, Large "High-road" Model	31		

Table of Contents

Scallion/Bunching Onion	50	Prepping Produce	64
Table 34: Yield/Price Combinations for Scallion/Bunching Onion	50	Putting It All Together	64
Radish	51	Table 40: SPIN Work Flow Based on High-Road Harvesting	65-66
Table 35: Yield/Price Combinations for Radish	51	In Summary	67
Carrots	52		
Table 36: Yield/Price Combinations for Carrot Bunches	52	GUIDE 7	
Mid-sized or Mini Carrots	53	Creating a Farm Identity.	68
Table 37: Yield/Price Combinations for Smaller-sized Carrots	53	Table 41: Elements of a Farm Identity	69
Potatoes	54	A Few Words About Organic	69
Fresh Herbs	54	Marketing Options	70
Green Beans and Peas	55	Table 42: SPIN Direct Marketing Options.	70
Garlic and Shallots	55	Community Supported Agriculture (CSA).	70
Cucumbers and Tomatoes	56	Restaurant Sales	71
		Contract Growing	72
GUIDE 6		Home Deliveries.	72
SPIN-FARMING Work Flow Practices	57	Buying Clubs	73
Table 38: Typical SPIN Farm Tasks	57	Farm Stands.	73
Fertilizing	58	Farmer's Markets	73
Prepping Plots	59	Stand Display	74
Planting	60	Selling Your Produce	74
Watering	60	Professional Marketing Practices.	75
Managing Insects	61	Mix-and-Match Multiple-unit Pricing	76
Weeding	62	Table 43: Mix-and-Match Multiple-unit Price Offering	76
Table 39: SPIN's Four Weeding Strategies	62	Table 44: A Two Price Tier Market	77
Harvesting	64	In Summary	78
		About The Authors	