

Table of Contents

Meet Edna and Darcy	4
A Focused Operation	4
Carrot Product Line	4
Table 96: Carrot Product Line	5
Potato Product Line	5
Table 97: Potato Product line	5
Customer Base	5
Targeted Weekly Sales	5
Table 98: Income for Carrot and Potato Hobby Farm	6
Land Base	6
High-Road Harvesting	6
Start-up Investments and Operating Expenses	6
Table 99: Start-up Investments for Carrots and Potato Hobby Farm	7
Table 100: Major Operating Expenses for Carrots and Potato Hobby Farm	7
Delivery Vehicle	7
Irrigation	7
Growing Season	8
Farm Layout	8
Table 101: Carrot Area Layout	8
Table 102: Potato Area Layout	9
Prepping the Carrot Plot	10
Carrot Seed Purchase	10
Table 103: Carrot Seed Quantities	10
Planting the Carrot Plot	10
Carrot Harvesting Guide	11
Table 104: Weekly Carrot Harvest Schedule	12
Prepping the Potato Area	13
Potato Seed Purchase	13
Table 105: Potato Seed Quantities	13
Planting the Potato Area	13
Potato Harvesting Guide	14
Table 106: Weekly Potato Harvest Schedule	15
SPIN Mix-and-Match Multiple Unit Pricing	16
Debut Market	16
A Typical Week in July	16
Peak Season	18
A Typical Week in Late August	19
Year End	21
Looking to the New Year	21
Photos	22-35
SPIN-Farming Lexicon	
About the Authors	