

# Grow your Profit!

Greenhouse costing and profitability workshop

August 24<sup>th</sup>, 2018

- Calculate true costs and measure profitability for hydroponic and ornamental crops
- Prepare budgets and learn simple economics to make growing and investment decisions
- **Join a new program with New Hampshire Cooperative Extension to help you track and benchmark costs and profits next year!**



## Speaker topics

8:30am **Introduction and greetings**—Ryan Dickson, PhD, University of New Hampshire

8:40am **Ok coach, time to put in the (money) benchmarker**—Mike Scibarrasi, University of New Hampshire. *Learn the importance of costing and financial benchmarking and about a program you can join with New Hampshire Cooperative Extension to help you benchmark costs and profits.*

9:30am **Building Enterprise Budgets for Hydroponic Greenhouse Crops**—Kevin Athearn, PhD, University of Florida. *This presentation will cover concept, template, and example of hydroponic greenhouse budgets. Participants will learn to properly prepare enterprise budgets for estimating costs, returns, break-even price, and break-even yield by crop.*

10:30am **Break**

10:45am **My crop failed, now what?**—Keith Farrel, USDA Farm Service Agency. *Learn options after crop failure and about the Noninsured Crop Disaster Assistance Program (NAP).*

11:15am **The Cost of Water and Water Treatments in Greenhouses** —Rosa Raudales, PhD, University of Connecticut. *Learn the importance of sanitizing your water, and discuss water treatment technologies and costs.*

12:15pm **Lunch (provided)**

1:00pm **Get off the treadmill, it's making your wallet skinny!**—Erin Pirro, CAC, Farm Credit East. *Is producing more always better? Are you turning dollars as fast as you could? Join Erin to learn the true cost of your crops and get those numbers working for you.*

2:30pm **Economic Analysis for Greenhouse Management Decisions**—Kevin Athearn, PhD, University of Florida. *This presentation will describe economic analysis techniques and tools for greenhouse management decisions. Participants will learn to use economic analysis to inform decisions on greenhouse production practices, crop choices, and capital investment.*

3:30pm **Closing remarks, and sign up for benchmarking program with Cooperative Extension**

315 Daniel Webster Highway  
 Boscawen, NH 03303

Register online [Click Here](#)  
 \$30/person before August 14<sup>th</sup>  
 \$35/person after August 14<sup>th</sup> & walk-in

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