



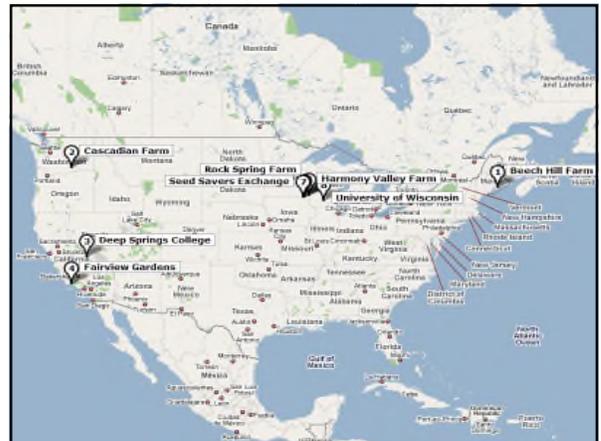
# Chris Blanchard's PURPLE PITCHFORK



Chris Blanchard's  
**PURPLE PITCHFORK**

**Making Your Market Farm Work for You**

Free Newsletter: [purplepitchfork.com/newsletter](http://purplepitchfork.com/newsletter)





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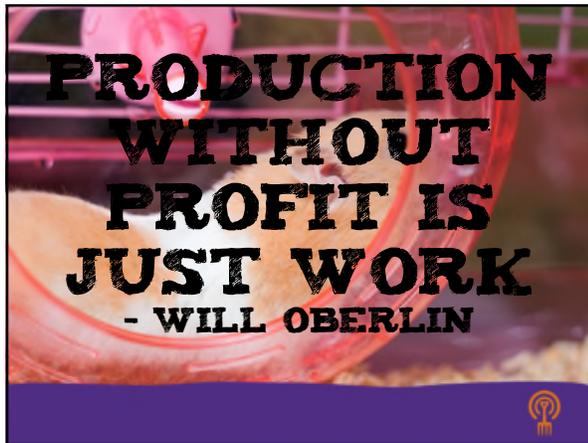




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**YOU ARE NOT  
ENTITLED TO  
THE BUSINESS  
YOU WANT**  
-SETH GODIN





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but it isn't a way to make a living



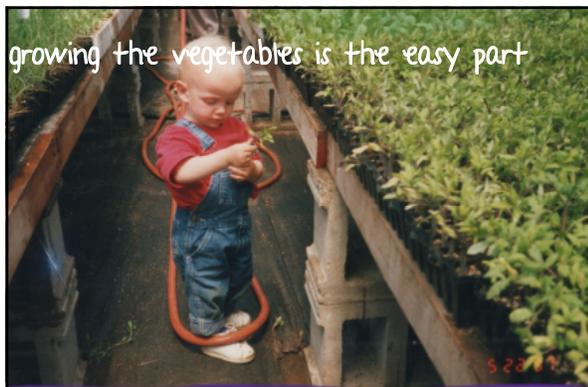
and it can be even worse



**YOU'VE GOT  
TO GET IT  
RIGHT**



growing the vegetables is the easy part



**MONEY IS ENERGY,  
AND YOU NEED  
THAT ENERGY TO  
DO EVERYTHING  
YOU NEED TO DO  
WITH YOUR  
BUSINESS.**  
- NIGEL WALKER



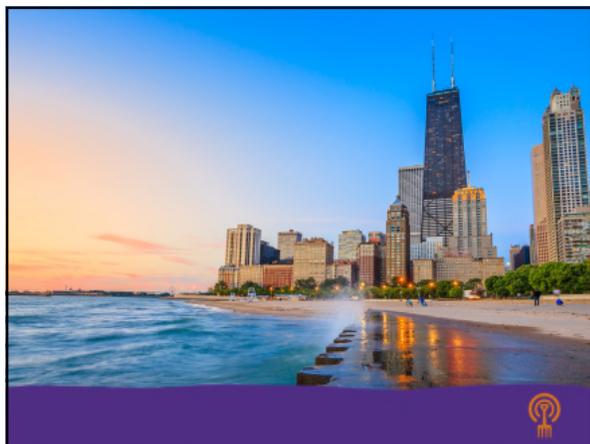


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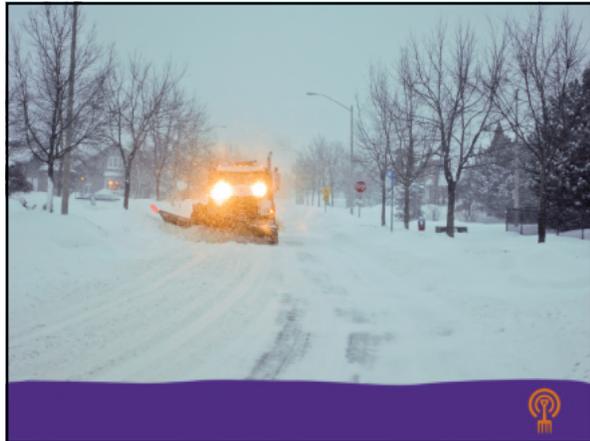




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**ALL OF THIS  
 IN 1993, WHEN  
 NOBODY ELSE  
 WAS DOING IT**





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pay attention to soil health



control the weeds



control the weeds



monitor fertility and water



no starving plants!



people management





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farms succeed without this



but they aren't happy without it!



timeliness is everything



## Management



Problem  
In  
Chair  
Not  
In  
Computer





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defined outcome



activities



activities



activities



activities

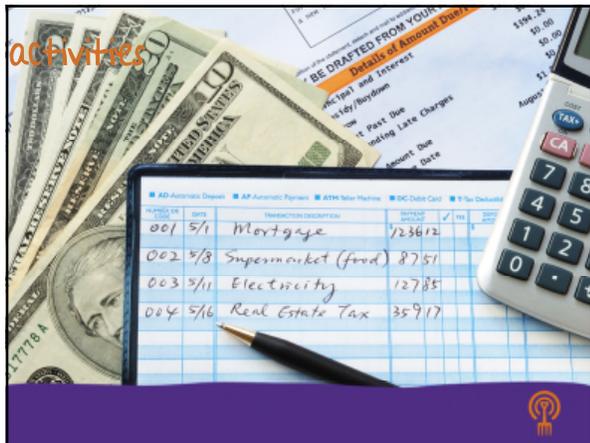


activities



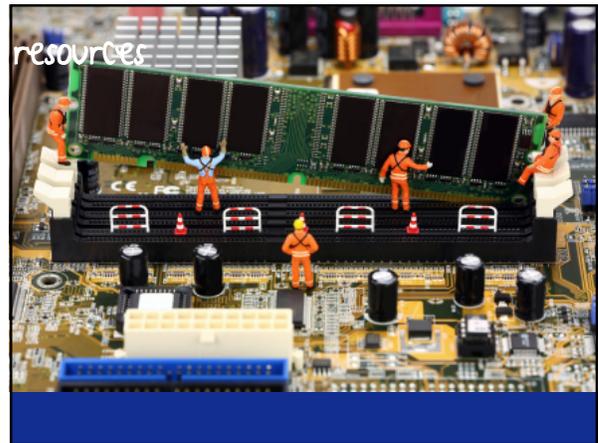


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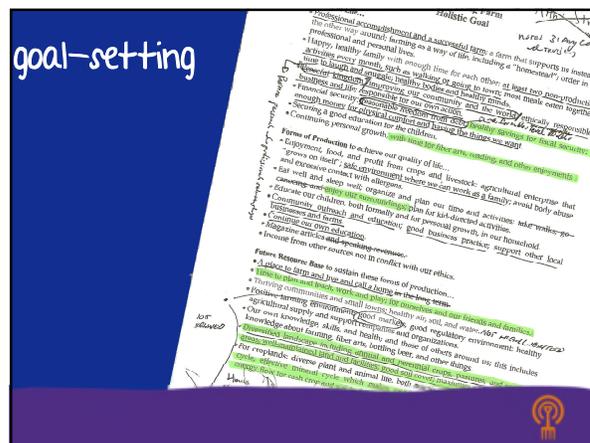


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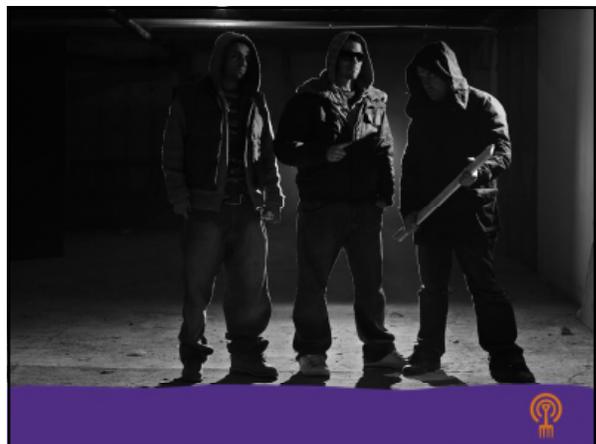
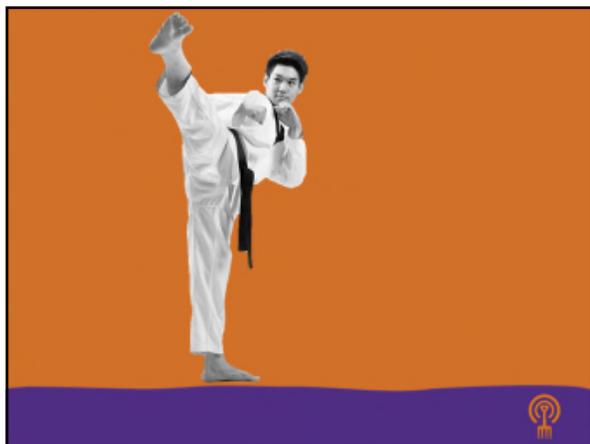
decisions about enterprises



walk-through



## Practice





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Let's turn that into a process...



## Plan Monitor Control





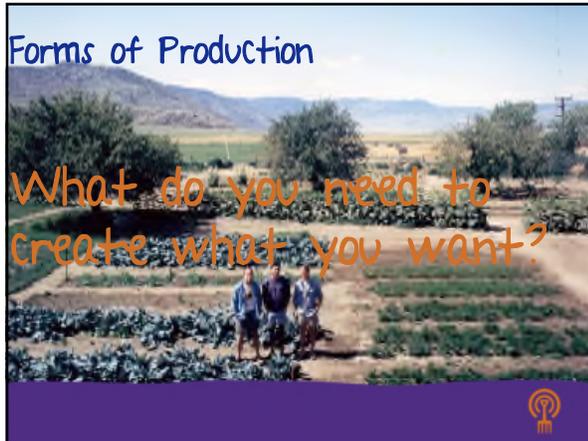


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Forms of Production

What do you need to create what you want?



Future Resource Base

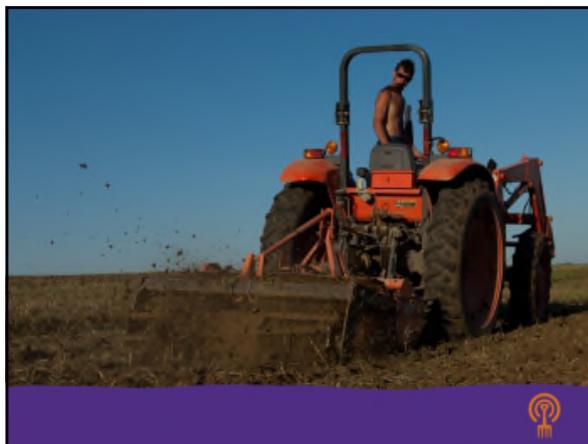


Future Resource Base

What will you need to sustain production and quality of life in the future?



monitoring makes future planning easier





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## MONITOR PERFORMANCE RELATIVE TO PLAN



### customer communication





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effective responses



respond to  
unexpected  
changes



PLANNING LOOPS



CROPS - DAILY



CROPS - DAILY



Need water in transplant house?



CROPS - DAILY



Need water in transplant house?  
Freshly seeded crops need water?





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**CROPS - DAILY**

Need water in transplant house?  
 Freshly seeded crops need water?  
 Freshly transplanted Crops need water?



**CROPS - WEEKLY**



**CROPS - WEEKLY**

Pests?



**CROPS - WEEKLY**

Pests?  
 Weeds?



**CROPS - WEEKLY**

Pests?  
 Weeds?  
 Ready to harvest?



**CROPS - WEEKLY**

Pests?  
 Weeds?  
 Ready to harvest?  
 Seeding and transplanting to do?  
 Seeding and transplanting performance?





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**CROPS - WEEKLY**

Pests?  
 Weeds?  
 Ready to harvest?  
 Seeding and transplanting to do?



**CROPS - WEEKLY**

Pests?  
 Weeds?  
 Ready to harvest?  
 Seeding and transplanting to do?  
 Seeding and transplanting performance?



**CROPS - YEARLY**



**CROPS - YEARLY**

How did the crops do??



**CROPS - YEARLY**

How did the crops do??  
 How was performance to plan?



**CROPS - YEARLY**

How did the crops do??  
 How was performance to plan?  
 What went right and wrong?

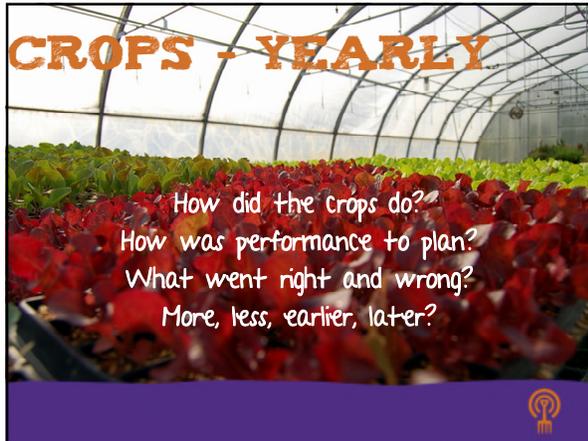




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## CROPS - YEARLY



How did the crops do?  
How was performance to plan?  
What went right and wrong?  
More, less, earlier, later?



## FINANCES - WEEKLY



## FINANCES - WEEKLY



Bills to pay?



## FINANCES - WEEKLY



Bills to pay?  
Money in the bank?



## FINANCES - WEEKLY



Bills to pay?  
Money in the bank?  
Credit card balance?



## FINANCES - MONTHLY





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## FINANCES - MONTHLY

Outstanding receivables?



## FINANCES - MONTHLY

Outstanding receivables?  
Outstanding payables?



## FINANCES - MONTHLY

Outstanding receivables?  
Outstanding payables?  
Bank balances?



## FINANCES - MONTHLY

Outstanding receivables?  
Outstanding payables?  
Bank balances?  
Credit card balance?



## FINANCES - MONTHLY

Outstanding receivables?  
Outstanding payables?  
Bank balances?  
Credit card balance?  
Budget Performance?



## FINANCES - QUARTERLY





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## FINANCES - QUARTERLY

Taxes Due?



## FINANCES - YEARLY



## FINANCES - YEARLY

Taxes Due



## FINANCES - YEARLY

Taxes Due  
Balance sheet



## FINANCES - YEARLY

Taxes Due  
Balance sheet  
Income statement



## FINANCES - YEARLY

Taxes Due  
Balance sheet  
Income statement  
Cash flow statement





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## FINANCES - YEARLY

Taxes Due  
Balance sheet  
Income statement  
Cash flow statement  
Progress?



## PEOPLE - DAILY



## PEOPLE - DAILY

How is the work?



## PEOPLE - DAILY

How is the work?  
Meeting standards?



## PEOPLE - DAILY

How is the work?  
Meeting standards?  
Hot or cold?



## PEOPLE - WEEKLY





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## PEOPLE - WEEKLY

Standards?



## PEOPLE - WEEKLY

Standards?

Crew fit?



## PEOPLE - WEEKLY

Standards?

Crew fit?

Extra help?



## PEOPLE - WEEKLY

Standards?

Crew fit?

Extra help?

Family time?



## YOURSELF - DAILY



## YOURSELF - DAILY

Hydrated?





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## YOURSELF - DAILY

Hydrated?  
Eating well?



## YOURSELF - DAILY

Hydrated?  
Eating well?  
Attention in the right places?



## YOURSELF - WEEKLY



## YOURSELF - WEEKLY

Goals?



## YOURSELF - WEEKLY

Goals?  
What's coming up?



## YOURSELF - WEEKLY

Goals?  
What's coming up?  
Enough sleep?





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**YOURSELF - WEEKLY**  
 Goals?  
 What's coming up?  
 Enough sleep?  
 Health?




**YOURSELF - WEEKLY**  
 Goals?  
 What's coming up?  
 Enough sleep?  
 Health?  
 Allergy season?



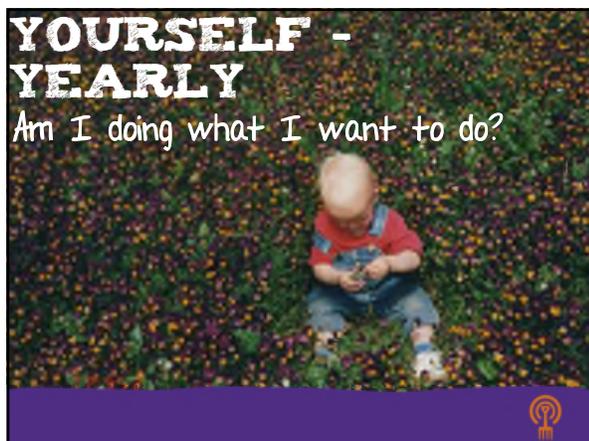

**YOURSELF - WEEKLY**  
 Goals?  
 What's coming up?  
 Enough sleep?  
 Health?  
 Allergy season?  
 Chiropractor?



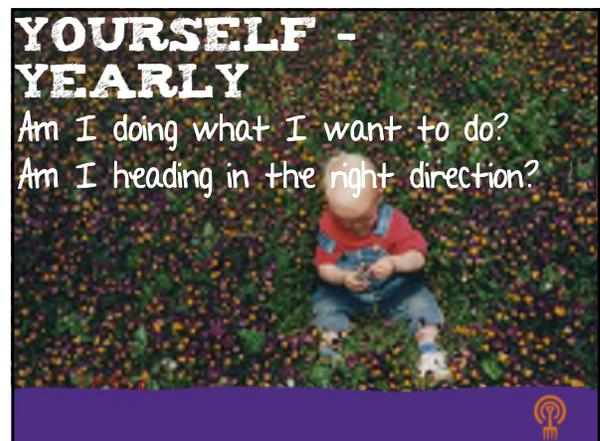

**YOURSELF - YEARLY**




**YOURSELF - YEARLY**  
 Am I doing what I want to do?




**YOURSELF - YEARLY**  
 Am I doing what I want to do?  
 Am I heading in the right direction?

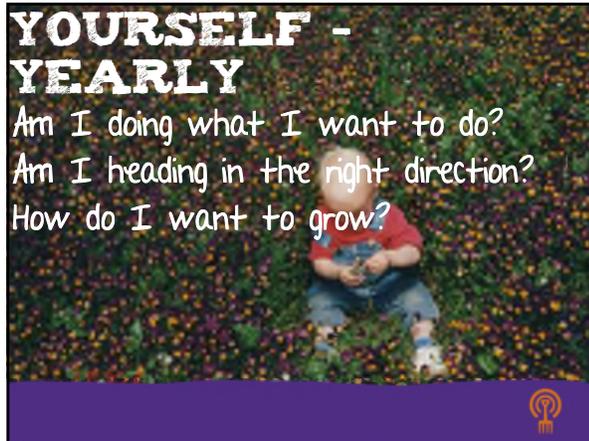





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**YOURSELF - YEARLY**  
 Am I doing what I want to do?  
 Am I heading in the right direction?  
 How do I want to grow?




Bigger loops!




most things were decided...  
 A long time ago...




employee morale




close calls




**Record-keeping  
and Organization**





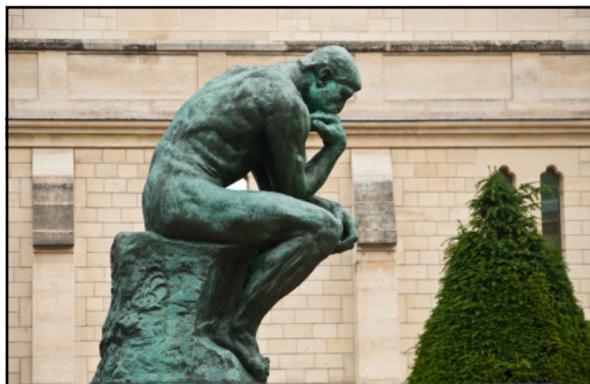

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PLAN NAIF  
MONITOR NOTINOM  
CONTROL JORTNOC



PLAN NAIF  
DO NOTINOM  
REVIEW JORTNOC



plan

| Doc     | Year<br>(set at 1) | Actual<br>(set at 1) | Field | Name<br>(Full Planning Code of Interest) | 2 | 3  | 4 |
|---------|--------------------|----------------------|-------|--|---|----|---|
| Spinach | 20                 | 23                   | M2    | TYSPI25911                               | 1 | HB |   |

Complete new stacked columns for every crop. The step code for harvest always equals 1.  
Tag of contents or publications for each SUGAR determined by ACT, crop and harvest codes on this sheet.  
Name of Registered In-Function: \_\_\_\_\_

Watch for chickweed!

I assessed and identified potential sources of contamination for these 1 or more crops to harvest, and made the harvest or publication history actions to avoid contamination. #16  
Harvest Date: Ben, Hannah  
Crop Name: GH

Harvest Plan and Log for Day 1 Date Code 2017  
Date Code = Last digit of year + 3 digit Date

do

| Doc     | Year<br>(set at 1) | Actual<br>(set at 1) | Field | Name<br>(Full Planning Code of Interest) | 2 | 3  | 4 |
|---------|--------------------|----------------------|-------|--|---|----|---|
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Harvest Date: Ben, Hannah  
Crop Name: GH

Harvest Plan and Log for Day 1 Date Code 2017  
Date Code = Last digit of year + 3 digit Date

review

| Doc     | Year<br>(set at 1) | Actual<br>(set at 1) | Field | Name<br>(Full Planning Code of Interest) | 2 | 3  | 4 |
|---------|--------------------|----------------------|-------|--|---|----|---|
| Spinach | 20                 | 23                   | M2    | TYSPI25911                               | 1 | HB |   |

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Harvest Plan and Log for Day 1 Date Code 2017  
Date Code = Last digit of year + 3 digit Date





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in line with workflow

| Date    | Start (set up) | Actual (set up) | Field | Notes (incl. planting date of seeds) | Q1 | Q2 | Q3 |
|---------|----------------|-----------------|-------|--------------------------------------|----|----|----|
| Example |                |                 |       |                                      |    |    |    |
| Spinach | 7/0            | 7/8             | M2    | TSPI25911                            |    |    |    |

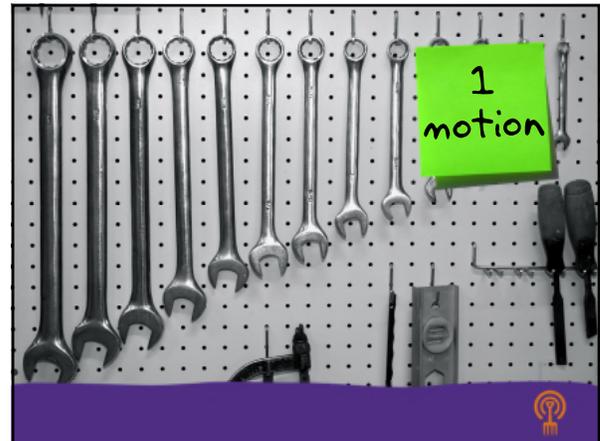
Watch for chickweed!

Ben/Hannah

add value

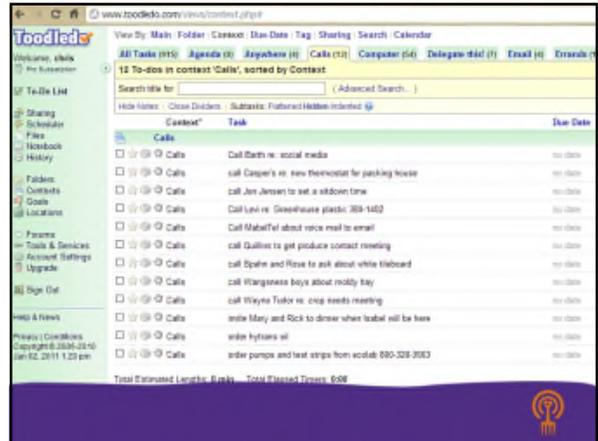
**THE EFFORT TO STORE AND RETRIEVE SHOULD BE PROPORTIONAL**

So the effort involved should be proportional to your needs.





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**Scale and Systems**





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**ONE SYSTEM IS  
BETTER THAN MANY**

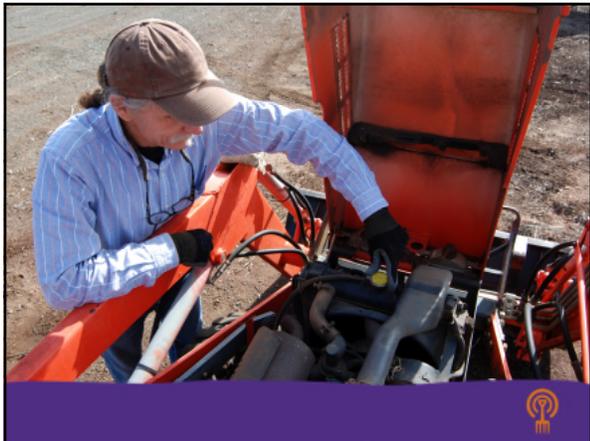


Systems work as a whole





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we're going to talk more  
about scale when we  
talk about financials



## Philosophy and Reality



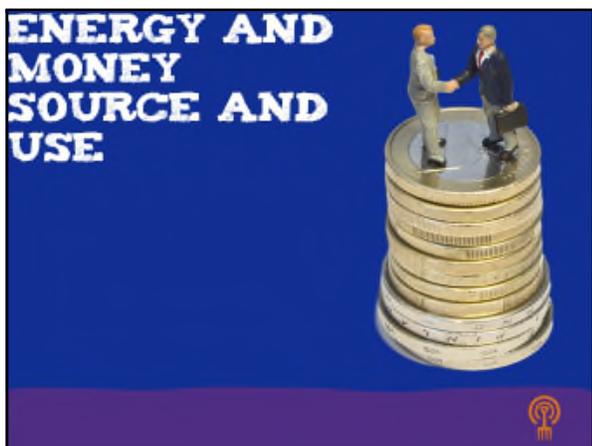
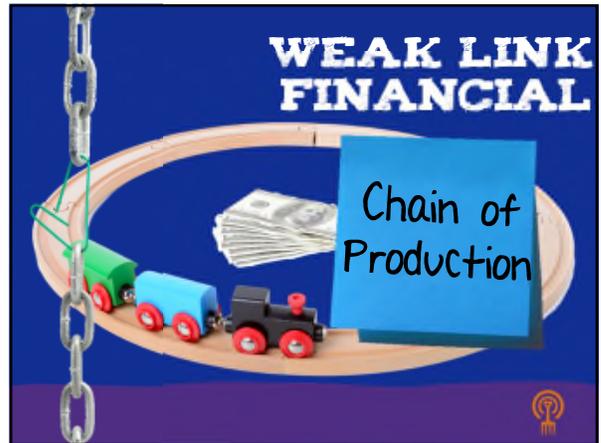
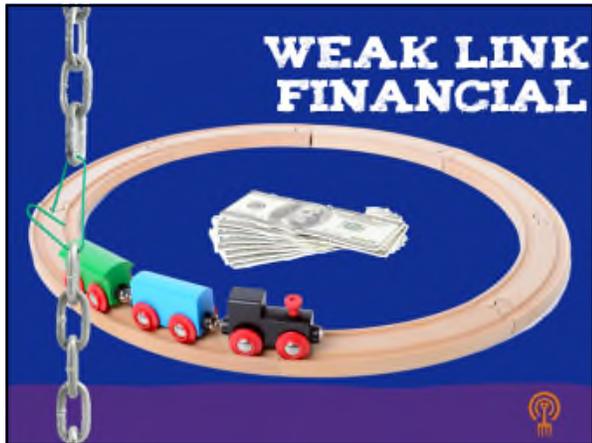
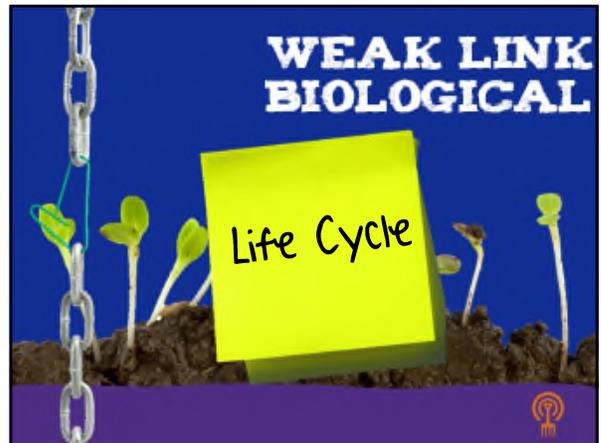


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ENERGY AND  
MO  
SOU  
USE

Where is it going?

money from?

SOCIETY AND  
CULTURE

SOCIETY AND  
CULTURE

How do you feel about it?

SOCIETY AND  
CULTURE

Will it enhance quality of life?

How do you feel about it?

SOCIETY AND  
CULTURE

How does it affect others?

How do you feel about it?

MARGINAL  
REACTION

Biggest Bang for Your Buck?



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