

## LNE11-310: Measuring Profitability and Success Participant

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### FINANCIAL SECURITY: SKINNY DIP FARM



Hannah and Ben Wolbach own a certified organic farm in Westport, Massachusetts and Little Compton, Rhode Island. They have, in the Buzzard's Bay region, an established, enthusiastic customer base for their high-quality organic vegetables, herbs, and flowers.

Hannah and Ben approached The Carrot Project to learn about loan options. We soon realized that a different approach might be more effective. Working with one of The Carrot Project's advisors as part of the Northeast SARE funded project, *Measuring Profitability and Success*, Hannah and Ben developed a system to project and monitor farm income and cash flow. The result is a tool to help them make informed business decisions even during the hectic growing season.

This simple, but pivotal, change is significant at two levels. This tracking system is helping Hannah and Ben move toward their goals of farming together full-time, feeding the community, and earning a livelihood. In the bigger picture, this bucks a trend. Ninety-four percent of small commercial farms in America are supplemented by off-farm income. Hannah and Ben are creating a business model based on financial, as well as agricultural, sustainability.