



BACKYARD
FARM Co.

BACKYARD FARM SERVICES

*3 Packages to suit your specific needs:
Farm Advisor | Farm Hand | Farm Pro*



~ Urban Farming & Education : Connecting People with Food ~

Let's Grow Food Together



At The Backyard Farm Company (TBYFCo), we are committed to creating nutritious neighborhoods throughout the Bay Area. **We thrive on empowering people to grow their own food** no matter how big or small their space. From a small vegetable planter to full-scale kitchen garden we are here to **support and inspire** you to find your inner farmer. Whether you are new to growing food and want to learn the basics, or a seasoned hand that wants to improve their skills our highly qualified farmers are excited to help.



We know that your life is full and adding one more thing “to do” can be daunting. We also know that the benefits of growing your own food far outweigh the learning curve of becoming a backyard farmer. That’s why we’ve created **three different packages** that suit your needs and desires.





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Choose Your Package



FARM ADVISOR

IDEAL FOR YOU IF YOU:

- have some experience in the garden
- know the basics of growing vegetables and fruits
- need some help with troubleshooting pest or disease problems, knowing what to plant, when, and how to maintain good soil fertility

Together, we take your skills and harvest potential to the next level.



FARM HAND

IDEAL FOR YOU IF YOU:

- want to have a productive and flourishing garden
- don't have the time to consistently tend to the needs of your garden

We make sure your garden is thriving! You get to enjoy your gardening time when you can without feeling guilty about falling behind. You can just sit back and enjoy the best part - harvesting and eating from your garden.



FARM PRO

IDEAL FOR YOU IF YOU:

- want to have a productive and flourishing garden
- want to make a commitment to learn how to grow their own food
- need some help from us to ensure your success

We support you as you learn everything you need to know to grow your own food and cultivate a thriving garden with the confidence and skills you need!

Package Offerings	Farm Advisor Starting @ \$229/month*	Farm Hand Starting @ \$349/month*	Farm Pro Starting @ \$499/month*
Initial Site Visit and Consultation	✓	✓	✓
12-month Crop Plan	✓	✓	✓
Monthly newsletter	✓	✓	✓
2 Video Mentor Calls per month	✓	n/a	✓
2 Farm Visits per month (Set days pre-scheduled)	n/a	✓	✓
Farm Skills Training	n/a	✓	✓
1 One-on-One Farm Mentor Session per month	n/a	n/a	✓

* Starting rates can vary depending on garden size and travel distance. Monthly fees include all labor and materials - plants/fertilizer etc
Payments: Retainer based. 2 Month deposit up front, then 4 Monthly payments. All sign ups require a 6 month commitment.

More Details About What's Included



INITIAL SITE VISIT AND CONSULTATION

Takes place at your home where we discuss your goals, past gardening experience and vision for the future of your garden.



MONTHLY NEWSLETTER

You'll receive a monthly e-newsletter with information about what to be doing in your garden for that month, a seasonal recipe and some growing information and history about a particular crop.



VIDEO MENTOR CALLS

Farm Advisor and Farm Pro

Every month, you get two, video mentor calls with our Farmer to go over how things are growing, address questions and concerns, do any troubleshooting and get advice on how to make your garden thrive. We know you're busy so we have a calendar program that allows for you to pick when you want to schedule these calls in our windows of availability.

NOTE: In December and January, visits are only once per month



ONE-ON-ONE FARM MENTOR SESSIONS

Farm Pro

Once a month, one-on-one farm mentor session with our expert Farmer who comes at your reserved time to teach you and your family organic gardening lessons throughout the season. We've developed our own curriculum to teach you the principles and practices of organic gardening. Our Farmer will address any concerns or issues at this time. See the next page for some of the lessons we will provide.



FARM SKILLS TRAINING

Farm Hand and Farm Pro

You will receive a Farm Skills Training checklist after each visit with reminders on what needs to be done prior to the next farm visit and you get to practice your growing skills.



12-MONTH CROP PLAN

Our Farmer creates a crop plan calendar for a 12-month season so you have a blueprint to follow describing what to plant when based on what you want to grow.



FARM VISITS

Farm Hand and Farm Pro

Our Farmer comes every other week and provides all your garden needs: transplanting/seedling, thinning, pruning, trellising, fertilizing, pest and disease management, and we'll even harvest for you and put it in a cooler.

NOTE: In December and January, visits are only once per month

Examples of Lessons for Farm Mentor Sessions



PLANTING

Learn what and when to plant or seed.



HARVESTING

Learn the key indicators for when to harvest.



TRAINING & TRELLISING

Tip and techniques for training plants to maximize harvest potential.



FERTILIZING

When and how to feed your plants for maximum production.



SUCCESSION PLANNING

Ensuring you have a succession of plants growing throughout year.



COMPOSTING

Learn the basics of composting.



PESTS & DISEASES

Identifying pest and diseases and how to manage them successfully.



WATERING

How often and how much to water during different times of the year.



SEEDING

Tips on sowing and saving.



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Get to Know Us

CHRISTIAN DOUGLAS

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Christian is an award winning landscape designer, licensed contractor and urban farmer. For over 20 years he has created beautiful and productive outdoor spaces for private clients and organizations around the world. Combining his formal training in classical design and his passion for sustainable agriculture,

Christian has created innovative landscapes in his native England, Jordan, Nepal, Australia and throughout the United States, with food at the heart. His present focus and driving passion with TBYFCo is the continued exploration and integration of high quality architecture, food production and ecological awareness in and around the built-environment; supporting and inspiring homeowners and businesses to look at their outdoor space in an exciting, creative and nutritious way.



AMY RICE-JONES

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Recognized as one of the “Top 40 Farmers Under 40” by the Farm-to-Consumer Legal Defense Fund, Amy has been a farmer and educator for over 12 years. She was a student and later a teacher at UCSC Center for Agroecology and Sustainable Food Systems, and taught organic farming at the College of Marin Organic Farm & Garden, which she also managed. Amy started Petaluma Bounty, a 2-acre educational farm in Petaluma, and managed production and education at Pie Ranch, where she trained emerging farmers while expanding sales of farm products to local restaurants and Google. She is also an active member of Slow Food, which produces events that bring awareness to good, clean, and fair food for all.

