



Self Assessment Tool

Small Technologies for Farm Businesses

Will technology actually help you with your farm business tasks? Do this easy self-assessment to find out where your gaps are, what technologies are available to you, and what could help!

Your Assets

What is your device access like?

- > I have no computer / I have a computer but it's old / I have a new computer / I have a laptop
- > I have no mobile device / I have a device and can text / I have a smart phone but it's old
- > Other thoughts?

What is your internet access like?

- > Cell service / no cell service
- > No Internet / Internet in your house / internet in the field or outbuildings / internet at the market
- > Other thoughts?

What are your skills like?

- > Computers are frustrating / They're OK / I use them but still don't really get it / When I don't understand it I get frustrated / I can use them easily / I enjoy using technology
- > If my device breaks I don't know what to do / I can make it work most of the time / I have someone to help me if I need help / I can help others
- > How often do you want to be using technology? Who else would use technology on your farm?
- > Other thoughts?

Your Business Needs

- > What technologies and devices do you use right now? What do you like or dislike about them?
- > Which business processes need support? What tasks would be easier with technology?
- > What business processes are successful and why? Where are there gaps in your processes?

Finding Technologies that Fit

- > What kind of things do you need to inventory and how do you currently manage it? What are some ways you could make your inventory more traceable?
- > What kind of products do you need to trace through the food system? How are you currently doing this? What parts might need to be moved to technology to be easier for more users? Where is this most difficult for you?
- > How much time are you spending on different activities on the farm? Do you need support managing tasks and being more efficient? What kind of reminders work well for you? Do you have to manage someone else's time?
- > When do you collect payments and how? What kind of vendors or customers are you working with? How do you handle point of sale at your market gate? How do customers usually pay you?
- > What kind of customers does your business rely on? How do you reach your customers (old and new)? What do your customers need to be reminded of and how often? What is the story you want to tell with your marketing?
- > Who manages your financials? What are you currently using to do your book keeping and accounting? Do you integrate your personal / family budget with your farm business? What are your financial goals?
- > Are there bigger tasks that I need to address with technology? How do I currently map my fields and planting? What kind of reminders do I need for my farming activities? What kind of technologies am I using on the farm (watering, light) that would be useful to track? Do I need a bigger piece of support for multiple processes and growing strategies?