

Monitoring and Evaluation

Our plan for monitoring and evaluation of the success of this project is simple. Our main goal is to cover 10,000 acres between all our services this year, an easy milestone for us to set. Another long-term goal of this project is to grow our cover crop business over the coming years. Traditionally, we cover only about 250 acres per year with our spreading business; over the past couple of years, we haven't grown our spreading business as much as we would like because we have been in a drought locally. We have customers who want us to spread more for them. We need to get more regular rainfall to grow the cover crops. Throughout this project, a metric we would measure our success with is the growth of our spreading business. We hope to double our spreading business this upcoming year and again the following year to about 1,000 acres and continue to grow at about 25-30% each subsequent year up to about 2,000 acres by the end of this project. We would also like to see the growth of our pasture spraying side of the business; we currently cover about 1,000 acres annually spraying pastures. We would also like to see about 20-30% growth each year over the next five years. This would put us at about 2,500 to 3,500 acres per year of pasture spraying. Growth in both portions of our business is essential. During the fungicide season, our busiest time of the year, there is a very limited window to see the most economical return for our customers. The growth of our pasture spraying and spreading business would help us by spreading the acres we cover over a more extended period. This could allow us to grow our business beyond our 10,000-acre goal.