Farmbrite Glossary

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Have you ever wondered what some of the terms you see in Farmbrite mean? We know there can be a lot to learn, so we've put together a handy reference guide to help you navigate some of the more unique terms. We've categorized them into different sections below. Have a look and let us know if you were curious about something we don't have defined here. You can use CTRL+F (Command F on a Mac) to search this page for a particular word or phrase as well.

System and Account Terms

Quick Adds - Your "easy button" to quickly add records to Farmbrite. You'll find this button in the upper right. It's used to add notes, tasks, treatments, measurements, and harvest records.

Dashboards - Landing pages in different sections of your Farmbrite account give you quick at-a-glance information. You'll be brought to these when you click the main menu sections from the left. Try it with Market or Livestock to view totals, summaries, graphs, and charts of your data.

Settings - Accessed through the Account menu in the upper right. These are your configuration selections for your account. This is where you can set your location, time zone, measurement system (metric/ imperial), currency, contact details, social media, and more.

Users - Anyone who has access to your Farmbrite account. They can be given different roles and permissions to allow them to access different features in your Farmbrite account. You can set them up under the Account menu in the upper right.

Profile - Your personal information for your Farmbrite account - Name, email, picture, user role, etc. Accessed under your name in the upper right.

Schedule - Your Farmbrite calendar. Click Schedule from the main menu on the left to see a monthly, weekly, or daily calendar with your upcoming events. A great place to keep track on what you have coming up to look forward to.

Tasks - Chores and "To-dos" around your farm. You can create these tasks to keep track of them and make sure they get done - you can even track their progress and hours worked on them. Bonus: you can assign them out to your users as well, so they'll know what's on the to-do list for the day as well.

Associate To - A field you'll find on tasks. When creating a task, you'll be able to associate that task with something around your farm- a crop, an animal, a resource, and so on. This let's you connect the task with a specific thing around your farm - e.g "change the oil" might be associated with your Ford F-250; "give second dose of vaccine" might be associated with Cow #17.

Import - A way of getting data into your Farmbrite system. Sometimes it's easier to upload an Excel sheet with lots of data rather than adding each record one by one. You can import crops, animals, resources, accounting transactions, contacts, and more.

Keywords - Searchable words and phrases to make finding a particular record easier. For example, you might add keywords to notes to be able to search for all notes with that keyword in the future.

QR Code - A scannable code that will bring you directly to information about a Farmbrite record. You'll find these for animals, crops, planting locations, and much more. You can print these and use them to scan

items around your farm with your mobile device and be brought directly to that page/record in Farmbrite.

Contacts - Your people! Customers, vendors, wholesalers, veterinarians, contractors, employees, consultants - anyone who you'd like tp keep track of in Farmbrite. You'll collect email, address, phone number, and more to keep in touch with these contacts.

Farm Map - An aerial/satellite view of your farm property. You can map different locations around your farm - buildings, fields, animal enclosures, and even irrigation and buffer zones. Kind of like a Google Maps view that you can draw on to calculate your field acreage, which is then used when determining your estimated plant counts and revenue.

Livestock Terms

Frame Score - A way of measuring animal growth. You can track this in your Farmbrite livestock records- when you take measurements of your animals, Farmbrite will calculate the Frame Score using a formula of height, weight, and age. You can learn more about it here.

Condition Score - Body Condition Score or BCS. It's used as a way to measure fat and muscle ratios in cattle to ensure a healthy animal. You'll record it when adding measurements for your livestock. You can learn more about it and how it can be used here.

Withdrawal Date - This refers to the minimum period of time from administering the last dose of medication and the production of meat or other animal-derived products for food. Farmbrite helps you track this information.

Fecal Egg Count - Part of your livestock measurement records, taking these counts helps you design and evaluate a parasite control program.

Dam/Sire - These terms are used when tracking the genealogy of your livestock - use the dam for the female and sire for the male ancestor of your animal. This can help you track best of breed characteristics and traits.

Batch Number/Trace Numbers - Tracking numbers to help you keep records of the source of your products and animal yields.

Smart Group - A type of livestock group that uses filters to automatically assign animals to the group. Rather than picking each individual animal to add to a livestock group, you'll set filters to include all the animals who meet your filter criteria. You can use any combination of filters to find just the animals you're looking to add to the group - Breeding Status, Withdrawal Dates, Keywords, Breeds, Genders - there are many ways you can create unique groups to find your specific animals.

Basic Group - A type of livestock group that allows you to hand pick what animals will be added to it. Maybe your group is unique where the animals do not have common characteristics you can filter on - perhaps you are putting a donkey or a dog in with a group of goats for protection, or with a horse for social companionship.

Set Group - A type of livestock group that is used when you don't need to track every individual animal in the group - the group itself itself is effectively the "animal". A good example of this might be bees - you would not track every individual bee in a hive, but rather think of the hive as a whole.

Crop and Field Terms

Average Days in Field - A term used when grazing a field that refers to the average number of days the animals have been in the field across all animals currently set to graze in that field.

Planting Format- Referring to how your crops will be planted, this selection is made when you create a field. You can choose from Planted in Beds, Cover Crop, Row Crop, or Other. You'll select Planted in Beds if your plants are based on row length and count, with distinct crops planted in unique beds. Choose Cover Crop if you're sowing an entire field with a single crop for grazing purposes - like rye, hay, alfalfa, or other pasture crops. Anything else you'd like to plant will be Other- perhaps trays, pots, or aquaponics reservoirs.

Growing Status - Another term defined when creating a field - you can choose that a field is act9ively being planted or currently fallow. Or if that land is currently leased, you can note that as well.

Light Profile - How much sun does your field get, and how much sun does your crop need? This term is used in both your Field setup and Crop creation. You can choose from Full Sun to Full Shade and any hue in between.

Days Rested - This term is associated with grazing crops, and refers to how long it has been since an animal was grazing the field.

Days to Emerge/Maturity - These plant characteristics help you create your Crop Plan; they refer how to how long the plant will take to sprout when directly sown, and how long it will take to start yielding a harvest.

Harvest Window - The ideal time to harvest your crops! How many days from the maturity date will you have to harvest? This varies per crop type and will help you ensure you pick at peak ripeness.

Harvest Units - A selection for harvest measurement type for your different crops - you might choose pounds, ounces, gallons, bales, bushels, barrels, dozens, or even just "units". This translates to your inventory and helps you keep track of your harvest in a way that makes sense to you.

Current/Future Plantings - These terms refer to your plants that are in the ground now, and others you have added to Farmbrite but have not yet planted. You can track these future plantings to help you plan your season and succession planting in beds.

Yield Comparison - A report you can run to see the harvest yield of multiple varieties of a crop over time. You might compare two types of tomatoes across a season, and see which one might be better to plant next year. A great way for you to make data driven decisions about your next plantings.

Crop Plan - Your yearly planner for your plantings. Your Crop Plan will display all your current and future plantings in this year, with color coded planting and harvest times on a calendar/chart. Your source of truth when starting and harvesting your plantings; your guide to when you need to get those plants in the ground, and in which grow location.

Treatment - A type of record that keeps track of what you did to a field - Using an herbicide, treating a fungus, applying an insecticide to get ride of bugs, or spraying for mildew or mold. You record these to your Grow Locations so you know what you applied and when.

Hardiness Zone - While you'll configure this under your Settings, it's used mainly with crops. You'll set this based off of this map provided by the ISDA.

Average First/Last Frost Date - Also configured in your Account Settings, this date helps your Farmbrite

system calculate your ideal planting times for each crop. When do you think it might first frost in the fall, and when might the chance of frost be gone in the spring? It's different for unique locations, so set this up under Account>Settings.

Row Spacing - The space between planted rows; it is used for calculating how many plants will fit in a defined area. If you choose to set up your grow location as row crops, this is used to determine how many plants fit in the defined field acreage, and thus used to calculate expected harvest amounts as well (based on how many can fit). You can always update these are you create the plantings; these are the default/automated calculations but you are in control if you want to edit them.

Resources Terms

Resources - The equipment, inventory, and storage locations associated with your farm. - "things you'll use". This could be anything you want to keep track of - a tractor, a chainsaw, your snow plow, your stock of your products, a warehouse, a storage closet or locker, and so much more. Think of this as a catch-all term for the three additional terms defined below in this section.

Equipment - A place to track you tools, machinery, or vehicles. You can keep notes and records of maintenance performed on the equipment, and set tasks and reminders to complete it. You can also keep track of accounting expenses from your equipment, helping you calculate what it's costing you to own.

Warehouses/Bins - Warehouses are where you'll store your inventory items. These might be buildings like sheds, garages, and silos. They could also be smaller areas like closets, cabinets, or shelves. You'll also be able to create subsections of your warehouses called bins, which allow you to track where specific inventory is held within the warehouses.

Inventory - Inventory refers to the products and items you keep in your Warehouses. You can track the quantity you have on hand, where it's stored, when it expires, and other critical information for your business. Farmbrite created the inventory system to be very customizable, allowing you track what's important to you. Your inventory will also connect with your Farmbrite Market, helping you fulfill orders and know when it is time to make more of your products.

Accounting Terms

Break Even Amount - You'll find this used across Farmbrite - it refers to the amount of revenue you'll need to make to cover your costs. After hitting the break even amount, you'll start making a profit. You'll find this in the Break Even report, and on individual crops and animals as well.

Reporting Year - What year do you want to report on? This refers to an annual period/calendar year. You'll select this when adding income/expense records to ensure the cost or revenue is allocated to the correct year and reports.

Expense Categories - You'll select this when you create an income or expense record. There are many category choices preloaded in your Farmbrite system - feed, fertilizers, rent, repairs, gas, insurance, sales - and many more. You'll have charts and reports showing you these classifications, so it will be easy to tell where you're spending and earning.

Income vs Expense - A chart that you'll find on your Accounting Homepage outlining the amount you brought in versus the amount you spend each month over the calendar year. This provides a visual comparison to see your investments turn into profits.

Cash Flow - The cash flow statement gives you a way to track a loan by adding your beginning cash balance and then keeping track of expenses and profits. You'll find cash inflow and cash expenditures, which will combine to give you an ending cash balance.

Profit and Loss - This report - shown as the P&L Statement in your Accounting menu - will combine all income and expense records to show an overall profit or loss across all categories. The categories correlate to your Schedule F tax filing, making it easier to complete that document.

Market Terms

Retail price - The price a customer will pay for this item.

Wholesale Price - The price a wholesale customer will pay for this item when they purchase it in bulk. This price is generally cheaper than the retail price above. *Note: If you only supply a wholesale price and not a retail price, the product will not be displayed in your Online Store.*

Product Sold By - When creating a product, you'll define how you sell it - perhaps eggs are sold by the dozen, while ground beef is sold by the pound.

Listing Category - Where your product will be listed on your Farmbrite Market website - how it will be classified. You can edit this under your Account Settings to create unique sections of your online store that will appeal to your customers.

Product Type - If you are selling tangible goods, you'll likely select Product. However, you might select Membership if you're selling a CSA subscription, or Other/Custom if your selling tickets to an event or a class.

Product Status - You can list your product as Available, Back Ordered, Sold Out, Draft, or Hidden. Selecting any status other than Available will hide this product from your Online Store. You might use Back Ordered for a product that you expect to get more of soon, while Sold Out is more appropriate if you do not expect to replenish your inventory.

Quick Pay - This is a contactless payment system which is a convenient way to offer credit card payments to your customers. Your customers will have the ability to pay on-the-go for goods and services that the have found at your roadside farm stand, at your pop-up farm stand or at events you're attending. The customer simply scans your store QR code and enters an amount to pay, their credit card information and clicks pay. The money is sent to you through your Stripe account.

Stripe - Stripe is the online credit card processor that powers your Farmbrite store. Basically, Farmbrite uses Stripe to take payments. You can set up an account with them here. Stripe will take payment from your customers and then pay you. *Note - Stripe collects a processing fee on all successful transactions. This is in addition to any fee that Farmbrite may charge.*

Pickup Locations - Where your customers might pick up their order. Maybe they'll come to your warehouse directly, or maybe they can pick it up at your farmer's market booth on the weekend. All active pickup locations will be displayed on the “Pickup Locations” tab of your Farmbrite online site with the detail you specified and a link to get directions.

Reporting Terms

Custom Report - A report that you create! Farmbrite has many canned/stock reports, but we know that your business needs might differ, and you might need something unique. You can create custom reports

and add just the data you are looking for, and then filter for just the right records. You can do all of this yourself with the report creation wizard - a powerful tool for extracting your data.

Report Data - When creating a custom report, you'll select what fields should be included on the Report Data tab of the wizard. Just click in the box and select your field, and it will be included as a column on your custom report. Selecting these allows you to pick just the specific details you want to see on your Custom Report.

Report Filters - If you want to get very granular with your data and only see specific records, you can use the Report Filters to include or exclude records based on specific criteria. You might filter for dates within a specific times frame or to see specific categories or statuses. Use this in combination with the Report Data feature above to make the most useful and relevant Custom Report for your needs.