BAU Farm Intelligence

End-User Procedures

Step-by-step guide to every tool, calculator, and feature on the BAU Farm Intelligence website — written for farmers, farm managers, and farm-office staff.

Version 1.0 | June 2026

Business As Usual Farm — BAUFarmIntelligence.com

Table of Contents

1. Getting around the website

The site is organized into marketing pages, free interactive tools, and account pages. The top navigation bar is your main map.

Top navigation links

- **Problem / Platform / ROI / Market** — anchors on the home page that scroll to each section.
- **Pricing** — plan tiers and what each one includes.
- **NC Pilot** — the North Carolina pilot signup page.
- **Market Intel** — live-style commodity pricing dashboard.
- **Input Costs** — a tracker for seed, fertilizer, fuel, and chemical costs.
- **Labor Planner** — labor-hour and wage calculator.
- **Equipment ROI** — payback calculator for machinery purchases.
- **Buy vs Lease** — side-by-side comparator for ownership vs. lease vs. custom-hire.
- **Case study / Investors** — proof points and fundraising materials.

> **Tip**
> On mobile, the navigation collapses. Scroll the page and tap any module card to jump straight to that tool.

2. Requesting access & the NC Pilot

All paid features begin with a Request Access form. Pilot farms in North Carolina get a discounted onboarding track.

Request Access (any page)

1. Click the **Request Access** button in the top-right of any page.
2. Fill in farm name, county, acreage, and primary crops.
3. Choose whether you want the Basic, Pro, or Enterprise tier.
4. Submit. You will receive a confirmation email and a scheduling link within one business day.

Joining the NC Pilot

1. From the top nav, open **NC Pilot**.
2. Confirm your farm is in an eligible county.
3. Complete the pilot application (acreage, crop mix, current tools).
4. A BAU onboarding specialist contacts you to schedule a 30-minute setup call.

3. Pricing & choosing a plan

The Pricing page lists three tiers. Use this decision guide to pick the right one.

Plan comparison

Plan	Best for	Key features
Farmer Basic — $19/mo	Solo growers under 25 acres	Crop rotation AI, zone advice, profitability calculator
Farmer Pro — $79/mo	Commercial farms 25–500 acres	Everything in Basic + soil tracking, marketplace, contracts
Farm Enterprise — $249/mo	Multi-farm operations	Everything in Pro + multi-farm dashboards, API, priority support

Switching plans

1. Log into your account and open **Account › Billing**.
2. Click **Change plan** and pick the new tier.
3. Upgrades take effect immediately; downgrades take effect at the next billing cycle.

4. ROI Calculator (home page)

The home-page ROI Calculator gives a quick estimate of dollar savings from using BAU on your acreage.

1. Scroll to the **ROI** section of the home page.
2. Enter your total planted acres.
3. Select your primary crop category (or leave the default mix).
4. Adjust the expected yield bump and input-cost reduction sliders if you want a more conservative estimate.
5. Read the projected **annual savings** and **payback period** below the form.

What the numbers mean
Annual savings combine projected yield uplift, reduced input waste, and avoided agronomy fees. Payback period is months until BAU's subscription cost is recovered.

5. Market Intelligence dashboard

The Market Intel page shows wholesale and terminal-market pricing for the crops BAU supports.

1. Open **Market Intel** from the top nav.
2. Use the crop filter to pick one or more commodities.
3. Choose a region (Southeast, National, or your state).
4. Review the price ticker, 30-day trend chart, and current high/low spreads.
5. Click any crop row to expand and see the source terminal markets.

Using prices in planning

- Compare current price vs. your breakeven from the Profitability Engine.
- Watch the 30-day trend to time harvest and marketing decisions.
- Cross-reference with the Buyer Marketplace to find a contract before planting.

6. Input Cost Tracker

The Input Costs page lets you record and project costs for seed, fertilizer, fuel, and chemicals.

1. Open **Input Costs** from the top nav.
2. Pick a crop and acreage.
3. Enter prices for seed, fertilizer (N-P-K), fuel ($/gal), and chemical program.
4. Adjust the application-rate sliders if your program differs from the defaults.
5. Review the per-acre cost stack and total budget at the bottom.

Tip
Save the totals into your Profitability Engine to keep yield, price, and input cost in one place.

7. Labor Planner & Cost Calculator

Estimates labor hours, peak-week headcount, and dollar-per-acre for any crop mix.

1. Open **Labor Planner** from the top nav.
2. Enter total acres and your USDA region (used for default wage rates).
3. Add each crop in your mix and the acres assigned to it.
4. Toggle the key operations you actually perform (transplant, hand-weed, harvest, pack, etc.).
5. Adjust the loaded wage rate if your real rate differs from the regional default.
6. Review the output: total annual labor hours, **peak-week headcount**, and **$/acre**.

> **Peak-week headcount**
> This is the number of workers you need in your busiest week of the season — usually harvest. Use it for H-2A petitions and housing planning.

8. Saving and comparing labor scenarios

You can save multiple crop-mix scenarios and view them side by side.

1. After building a scenario in the Labor Planner, click **Save scenario**.
2. Give it a clear name (e.g., "2027 — heavier tomato mix").
3. Repeat for each alternative plan you want to compare.
4. Scroll to the **Saved scenarios** table to see labor hours, peak headcount, and $/acre side by side.
5. Click a row to load that scenario back into the planner for further edits.
6. Use **Delete** to remove scenarios you no longer need.

Data location
Scenarios are stored in your browser. Clearing browser data will remove them. Export totals into a spreadsheet for permanent records.

9. Equipment ROI / Payback Calculator

Models the financial return of buying a piece of equipment versus your current approach.

1. Open **Equipment ROI** from the top nav.
2. Pick a preset (mechanical transplanter, GPS autosteer, hooded sprayer, etc.) or choose **Custom**.
3. Enter the acres you would run the machine over each year.
4. Confirm your loaded wage rate, financing rate, and discount rate (defaults are reasonable starting points).
5. Review the key results: **annual ownership cost**, **net annual benefit**, **simple payback**, **breakeven acreage**, and **10-year NPV**.
6. Read the green or amber **verdict callout** for a plain-language recommendation.
7. Scroll to the cumulative cash-flow chart to see the year the investment turns positive.

> **Breakeven acreage**
> If your real acreage is below the breakeven number, ownership is probably a stretch — look at the comparator (Section 11) before buying.

10. Building a custom equipment preset

Use this when none of the built-in presets matches the machine you are evaluating.

1. In the Equipment ROI calculator, open the equipment dropdown and choose **Custom — My custom equipment**.
2. In the inline editor, fill in the ownership economics: name, category, price, useful life (years), salvage %, insurance & housing %, and annual capacity (acres/year).
3. Fill in the per-acre savings row: labor hours saved, chemical $ saved, fuel $ saved, yield-revenue bump, and the custom-hire rate you would otherwise pay.
4. All KPIs, the savings table, the verdict, and the cash-flow chart recalculate live as you type.
5. Use **Reset custom** to return the preset to BAU's default starting values.

Saved automatically
Your custom preset persists in your browser between visits. Clearing site data will reset it.

11. Buy vs. Custom-Hire vs. Lease comparator

Side-by-side $/acre comparison for the three common ways to access equipment.

1. Open **Buy vs Lease** from the top nav.
2. Enter your current acreage and select the equipment preset.
3. Confirm financing rate, lease rate (default 18% of price/year), and per-acre operating costs (fuel, repairs).
4. Confirm or override the custom-hire rate (USDA NASS defaults are loaded).
5. Read the KPI cards — the cheapest strategy at your acreage is marked with a trophy.
6. Review the **crossover acreages**: the scale at which buying or leasing becomes cheaper than custom-hire.
7. Use the $/acre vs. scale chart to see how each strategy behaves as your operation grows.

How to read crossovers
If your current acreage is well below the buy-vs-custom crossover, stay with custom-hire. If you are near it, lease is often the safest middle path while you scale.

12. Case studies & investor materials

Proof points and fundraising context live in two dedicated pages.

Case studies

1. Open **Case study** from the top nav.
2. Each card summarizes farm size, crops, and the measured outcome.
3. Click into a case study for the full narrative and metrics.

Investor page

1. Open **Investors** from the top nav.
2. Review company facts, leadership, advisory board, and 5-year projections.
3. Use the contact form to request the data room or sign the NDA via the link provided.

13. Account, billing & support

Standard procedures for managing your subscription and getting help.

Sign in

1. Click **Request Access** › **Sign in** (or visit /auth).
2. Enter the email and password from your welcome message.
3. Use **Forgot password** if needed; you will receive a reset link by email.

Billing

- Open **Billing FAQ** for common questions about charges, taxes, and refunds.
- Invoices are emailed monthly and downloadable from your account.
- Cancellations are self-service and take effect at the end of the current billing cycle.

Support

1. Open the **Support** page from the footer.
2. Pick a category (technical, billing, agronomy).
3. Submit your question. Pro and Enterprise tickets are prioritized.

Unsubscribing from email

1. Click **Unsubscribe** at the bottom of any BAU email, or visit the Unsubscribe page directly.
2. Confirm your email address.
3. Choose which lists to leave (product updates, market alerts, investor news).

14. Accessibility, privacy & legal

Reference pages every user should know about.

- **Accessibility** — describes BAU's commitment to WCAG-aligned design and how to report barriers.
- **Privacy** — what data BAU collects, how it is used, and how to request deletion.
- **Terms** — the subscription agreement that governs your use of the platform.
- **NDA** — mutual non-disclosure used during investor and partner discussions; available at /nda with your access token.

Reporting an issue
Email support@baufarmintelligence.com or use the Support page. Include the URL, a short description, and a screenshot if possible.