

BAU

BAU FARM INTELLIGENCE

**Plant with confidence.
Sell before you
harvest.**

The decision engine built for specialty crop farmers.

Grower Program · 2026 Season

**For growers on
5 - 250 acres.**

Zones 7 - 9 · Tomatoes, peppers, cucurbits,
greens, sweet potatoes & more

★ **VETERAN-OWNED**

SBA-Verified VOSB · Business As Usual LLC

WHY WE BUILT THIS

You already know how to grow. We help you decide what and when.

You farm on razor-thin margins. One bad rotation, one unsold pallet, one wrong fertilizer bill — and the season is gone. Meanwhile most farm software just records what already happened.

BAU is built the other way around — it answers the questions you ask before a seed goes in the ground: What should I plant? How much will it net? Who will buy it?

Built with growers in North Carolina — not from a coastal software office.

THE PROBLEM

Every season, guesswork costs you money.

40%

of specialty-crop losses tied
to poor rotation & pest
decisions

USDA-SARE / extension data

70%

of growers still plan rotations
on paper or spreadsheets

Industry surveys

\$0

pre-season contracted
demand for the average
small grower

ASAP local-food reports

The cost of guessing shows up as lower yields, unsold harvests, and inputs you didn't need to buy.

WHAT YOU GET

Four tools. One planning workflow.

01**Crop Rotation AI**

Tell it your last crop, soil type, zone, and month. Get the best next crop with disease risk, nutrient impact, and profit forecast.

02**Profitability Engine**

See yield, revenue, gross margin, labor, and return per acre before you commit a single seed.

03**Soil Health Intelligence**

Track rotation history, nutrient depletion, and organic matter. Get a soil score plus specific amendment recommendations.

04**Buyer Marketplace**

Buyers post what they need, when, and at what price. You get pre-season matches — locking in demand before you plant.

WHY IT PAYS

The numbers growers care about.

+15-25%

Yield uplift from
optimized rotation &
cover cropping

**\$120-
\$300**

Extra margin per
acre when planting
matches buyer
demand

30-50%

Less fertilizer spend
when N-P-K uses
soil-test data

60-80%

Less unsold harvest
when contracts are
secured pre-season

3-6 mo

Typical payback at
\$79/mo Pro on a 5-
25 acre operation

Sources: USDA-SARE rotation trials · USDA AMS specialty-crop pricing · NRCS Nutrient Management (Code 590) · USDA ERS food-loss data · BAU pilot economics.

HOW IT WORKS

Three steps. Then you plant.



Tell us your farm

Zone, acres, soil test (or we'll help you get one), last season's crops.
10 minutes.



Get your season plan

Recommended rotation, per-acre profit forecast, input budget, and any buyer matches already posted for your zone.



Lock in demand

Accept pre-season buyer contracts through the marketplace. Adjust your plan, then plant knowing who is buying.

OUTCOMES & CASE STUDY

What a better-planned season looks like.

WHAT YOU WALK AWAY WITH

- ✓ A written rotation & planting calendar for every field.
- ✓ Per-acre profit forecast before you spend on seed or inputs.
- ✓ Pre-season buyer contracts for a share of your harvest.
- ✓ A soil health score with specific amendments — not guesses.
- ✓ One place to see what to plant, when, and who will buy it.

SAMPLE CASE STUDY
18-acre diversified vegetable farm · Zone 7b
· NC

METRIC	BEFORE BAU	WITH BAU
Yield / acre	[baseline]	+15-25%
Margin / acre	[baseline]	+\$120-\$300
Fertilizer spend	[baseline]	−30-50%
Unsold harvest	[baseline]	−60-80%
Payback on Pro tier	—	3-6 months

Illustrative ranges based on USDA-SARE, NRCS, and BAU pilot economics.
Your numbers replace the placeholders after onboarding.

PRICING

One better decision pays for the year.

BASIC

\$19

per month

- Crop rotation AI
- Zone-specific advice
- Profitability calculator
- Email support

PRO

\$79

per month · most farmers

- Everything in Basic
- Soil health tracking
- Buyer marketplace access
- Contract management
- Priority support

ENTERPRISE

\$249

per month · multi-farm

- Everything in Pro
- Multi-farm dashboards
- API access
- Dedicated advisor

No contracts. Cancel anytime. Buyer marketplace charges a 2% transaction fee on contracts you accept — nothing on unmatched activity.

JOIN THE 2026 PILOT

Farm smarter this season. On us.

Free Pro tier

12 months of Farmer Pro at no cost for pilot farms.

White-glove setup

We help you enter your rotation history, soil tests, and buyer preferences.

Buyer intros

Direct connections to regional grocers, food hubs, and distributors already on the platform.

Founder access

Text/call access to the team. Your feedback shapes the product.

Limited to the first 50 farms in NC, SC, GA, and VA.

WHO WE ARE

Veteran-owned. Built next to the farm.

BAU Farm Intelligence is a subsidiary of Business As Usual LLC — a Certified Veteran-Owned Small Business (SBA VOSB) that also operates a working farm and a nonprofit food-access foundation. We build the software next to the fields it plans.

2026 pilot focus

Vegetable operations from 5 to 250 acres across NC, SC, GA, and VA. Zones 7 – 9. Diversified rotations with an existing or forming buyer network.



SBA-Verified VOSB

Certified veteran-owned.
Eligible for USDA and
NRCS veteran programs.



Working farm

We eat our own cooking
on the Business As Usual
Farm operation.



Grower-first

Roadmap driven by pilot
farmers, not by investor
pressure.

READY TO PLANT WITH CONFIDENCE?

Let's map your 2026 season together.

Book a free 20-minute intro call. We'll walk through your last two seasons, your buyers, and where BAU would have changed the outcome. No pressure, no slide deck.

WEBSITE

baufarmintelligence.com

FARMER PILOT

[/farmers/pilot](https://baufarmintelligence.com/farmers/pilot)

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