ROI Worksheets Quick Start Guide

Use this guide with our ROI Worksheets (PDF) and the ROI Calculator.

1. Choose your scenario

- New Bed – you're adding a new production area. Count the full added production value.
- Cover Existing Bed – you're putting a cover over an existing bed. Count only the incremental gains (season extension, quality premium, reduced losses, efficiency).

2) Fill in Estimated Project Costs

- Structure & Covering
- Site Prep & Installation
- Benches (optional; only if new)
- Irrigation (optional; only if new)
- Miscellaneous (permits, utilities, etc.)

3) Estimate Annual Revenue Increases

New Bed

For new beds, include full new bed production.

- New Production Revenue (normal season): Yield per sq ft × turns × price per unit × greenhouse sq ft.
- Added Months Revenue (season extension): Avg monthly revenue × extra months × 80% (conservative).
- Quality Premium Opportunities: Portion of new bed revenue eligible for higher price × % price increase.

Existing Bed

For existing beds, include only incremental value.

- Season Extension: Average monthly revenue × extra months × 80% (conservative).
- Quality Premium Opportunities: Current annual revenue from eligible crops × % price increase.
- Weather Loss Reduction: Average annual weather-related losses × 80–95% protection.
- Operational Efficiency: Savings from reduced downtime, less replanting, and better resource use.

4) Estimate Annual Operating Costs

- Energy Costs: heating/ventilation/electric.
- Maintenance: start with 2–3% of Total Estimated Cost.
- New Labor (if applicable): include only new positions created directly by this greenhouse (do not double count existing staff).
- Additional Insurance: include only incremental policy changes.

Tip: Budget 2–3% of initial investment per year for maintenance.

5) Calculate ROI & Payback

- Net Annual Benefit = Total Revenue Increase – Total Operating Costs.
- Payback Period (years) = Total Investment ÷ Net Annual Benefit.
- Annual ROI (%) = Net Annual Benefit ÷ Total Investment.

6) Quick Decision Check

- Payback period ≤ 5 years
- ROI ≥ 15% by year 3
- Fits budget, meets production goals, aligns with market demand

7) Using the Google Sheets Calculator

- Open Google Drive → New → File upload → select the Excel file provided.
- Right click the uploaded file → Open with → Google Sheets.
- Set Scenario (cell B2): New Bed/House or Cover Existing Bed.
- Enter your numbers in the Amount ($) column; totals, payback, and ROI calculate automatically.

Notes & Assumptions

Use conservative estimates. Record assumptions for later validation. If unsure, start with midrange protection (90%) and maintenance (2.5%).

Greenhouse ROI Worksheet - New Bed

A quick-fill tool to estimate return on investment for your commercial greenhouse.

Project Details

Greenhouse Size (sq ft):	
Primary Use (circle):	Production Expansion / Season Extension / Propagation / Quality Improvement
Estimated Completion Date:	

Estimated Project Costs

Structure & Covering	$
Site Prep & Installation	$
Irrigation	$
Benches, etc. (if needed)	$
Miscellaneous (permits, utilities, etc.)	$
Total Estimated Cost	$

Only include benches, irrigation, and other items if they are new expenses for this project.
Plan for 2–3% of your initial investment per year for maintenance and minor repairs.

Expected Annual Revenue Boosts

New Production Revenue (normal season)	$
Added Months Revenue (season extension)	$
Quality Premium Opportunities	$
Total Annual Revenue Increase	$

How to Estimate:

- New Production Revenue – (Yield per sq ft × turns × price) × greenhouse sq ft
- Added Months Revenue – Avg monthly revenue × extra months × 80% (conservative).
- Quality/Grade Premium – New bed revenue × % price increase (apply only to crops that command higher prices).

Greenhouse ROI Worksheet - New Bed

Estimated Annual Changes to Operating Costs

Energy Costs	$
Maintenance	$
New Labor (if applicable)	$
Additional Insurance	$
Total Annual Operating Costs	$

Only include new labor costs directly created by the greenhouse.

ROI & Payback

Annual Revenue Increase	(Sum of Expected Annual Revenue Boosts)	$
Annual Operating Costs	(Sum of Estimated Operating Costs Changes)	$
Net Annual Benefit	(Annual Revenue Increase – Annual Operating Costs)	$
Total Investment	(Sum of Project Costs)	$
Payback Period (years)	(Total Investment ÷ Net Benefit)	
Annual ROI (%)	((Net Benefit ÷ Total Investment) × 100)	

Decision Checkpoints

- Payback period ≤ 5 years
- ROI ≥ 15% by year 3
- Fits within available budget
- Meets production goals
- Aligns with market demand

Greenhouse ROI Worksheet - Existing Bed

A quick-fill tool to estimate return on investment for your commercial greenhouse.

Project Details

Greenhouse Size (sq ft):	
Primary Use (circle):	Production Expansion / Season Extension / Propagation / Quality Improvement
Estimated Completion Date:	

Estimated Project Costs

Structure & Covering	$
Site Prep & Installation	$
Irrigation (if needed)	$
Benches, etc.(if needed)	$
Miscellaneous (permits, utilities, etc.)	$
Total Estimated Cost	$

Only include benches, irrigation, and other items if they are new expenses for this project.
Plan for 2–3% of your initial investment per year for maintenance and minor repairs.

Expected Annual Revenue Boosts

Season Extension	$
Quality Premium Opportunities	$
Weather Loss Reduction	$
Operational Efficiency	$
Total Annual Revenue Increase	$

How to Estimate:

- Season Extension – Average monthly revenue × extra months × 80% (conservative).
- Quality Premiums – Current annual revenue from eligible crops × % price increase.
- Weather Loss Reduction – Average annual weather-related losses × 80–95% protection.
- Operational Efficiency – Savings from reduced downtime, less replanting, better resource use
- For existing beds, include only the additional value from improvements, not the base production already being earned.

Greenhouse ROI Worksheet - Existing Bed

Estimated Annual Operating Costs

Energy Costs	$
Maintenance	$
New Labor (if applicable)	$
Additional Insurance	$
Total Annual Operating Costs	$

Only include new labor costs directly created by the greenhouse.

ROI & Payback

Annual Revenue Increase	(Sum of Expected Annual Revenue Boosts)	$
Annual Operating Costs	(Sum of Estimated Operating Costs Changes)	$
Net Annual Benefit	(Annual Revenue Increase – Annual Operating Costs)	$
Total Investment	(Sum of Project Costs)	$
Payback Period (years)	(Total Investment ÷ Net Benefit)	
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Decision Checkpoint

- Payback period ≤ 5 years
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