



SALES & PARTNER PLAYBOOK

Healthy Bowl

Healthy Bowl gives an organic farm one record that runs the operation and proves it — to auditors, buyers and lenders alike.

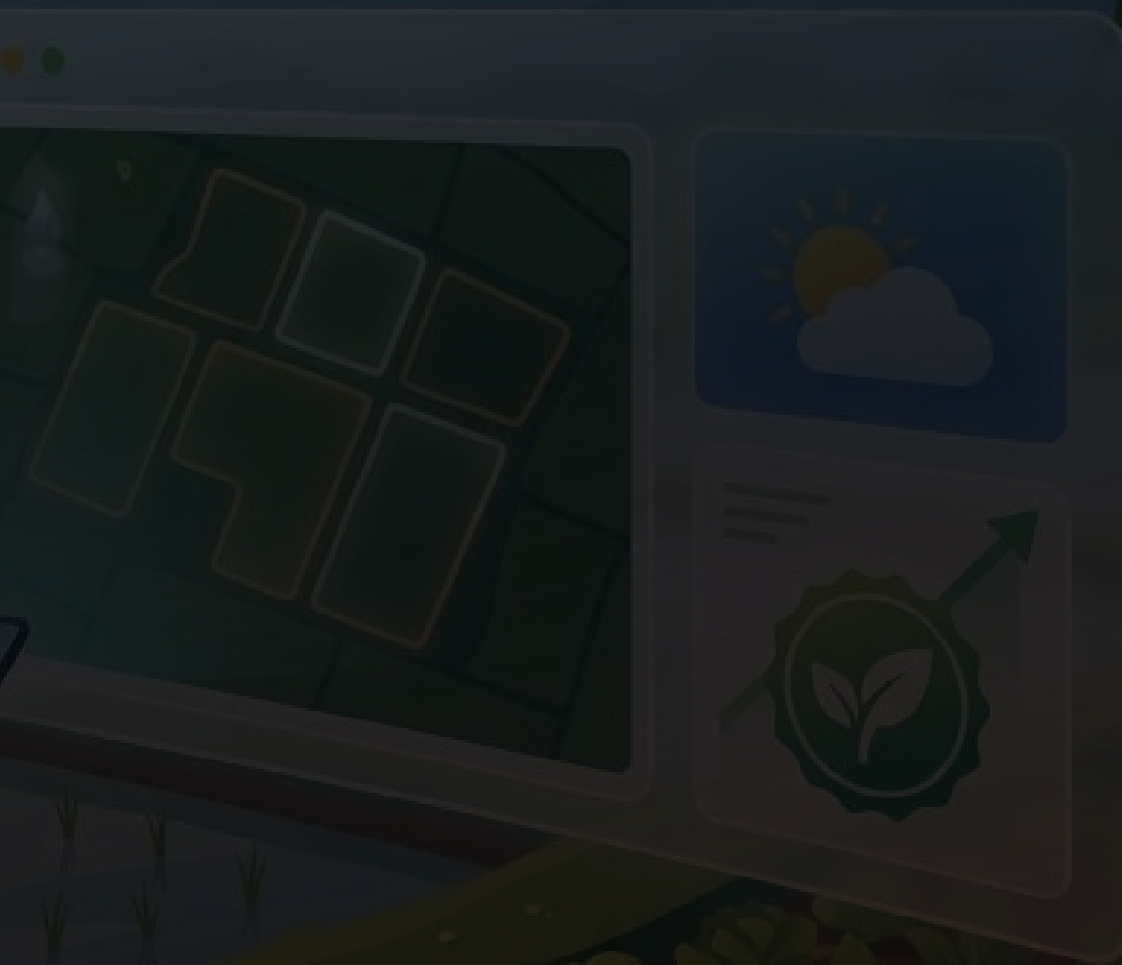
Farm records

Organic certification

QR traceability

Farm finance

Consent sharing



PREPARED BY

Burdenoff Consultancy Services Pvt.
Ltd.

PRODUCT

www.getthehealthybowl.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 How to use this playbook

Read the problems and the ideal-customer pages first; they are what let you recognise a Healthy Bowl conversation when you are standing in one. Use the persona hooks verbatim, then let the discovery questions do the qualifying rather than pitching features. When the conversation turns technical or commercial, hand it to us with the details listed under Handing over — you do not need to close anything yourself.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

WWW.GETHEALTHYBOWL.COM

Healthy Bowl is a farm operating system built for organic and natural agriculture. One workspace holds the farm hierarchy — farm, field, crop — alongside livestock, soil and pest records, weather, irrigation, finance, production, marketplace listings, certification files and traceability batches. Because those domains share one data model, a single record does several jobs at once: a harvest becomes a trace batch, a marketplace listing, a revenue line and a piece of audit evidence. Around that core sit consented windows for the other people in the value chain — a lender assessing credit, an agronomist advising several client farms — each opened by the farmer and revocable by the farmer. A parallel terrace and home-garden mode serves rooftop and balcony growers in the same product.

CATEGORY

Farm management and agri-compliance software, sold to organic and natural farms, farmer producer organisations and cooperatives, and the agronomists, exporters and lenders who work with them.

WHERE IT STANDS TODAY

Generally available and newly launched. The farmer-side product — onboarding, crop cycles, livestock, weather, soil and pest, finance, compliance, traceability, schemes and the marketplace — is live and in use on the web. There are no public reference customers yet, and several capabilities named in this document are explicitly marked in progress or planned.

HOW CUSTOMERS GET IT

Cloud, multi-tenant, no installation. A grower signs up, creates a farm workspace and is guided through the first farm, field and crop; the free tier needs no card. The product runs in any modern browser and is designed mobile-first, with field-capture screens that work without a signal and sync when the phone reconnects. English, Hindi and Tamil are available today, with further Indian languages being added. Onboarding, data migration, certification preparation and training are offered as paid services for larger operations and groups.

Web application — the full farm workspace, mobile-first

Offline field capture on the phone or tablet that goes to the field

Public QR trace pages — no login, for buyers and shoppers

Compliance and export document generation as PDFs

Consented portfolio views for lenders and agronomy consultants

Marketplace listings, auctions, orders and an agri-inputs store

Data export in CSV and JSON, plus an outbound accounting connector

02 One-Line Pitch

SAY EXACTLY THIS

"Healthy Bowl gives an organic farm one record that runs the operation and proves it — to auditors, buyers and lenders alike."

SHORTER, FOR A CHAT MESSAGE

One farm record that runs the farm and proves it to auditors and buyers.

THE CATEGORY SENTENCE

Healthy Bowl is a farm operating system for organic and natural growers, cooperatives and the advisers, buyers and lenders those growers choose to share with.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most farms keep their records in a notebook, a phone gallery and three apps that never speak to each other. Then certification season arrives and the whole year has to be rebuilt from receipts. Healthy Bowl holds the entire operation in one workspace: fields, crops, livestock, weather, money, compliance. Log a treatment once and it becomes audit evidence, a traceability batch and a cost line at the same moment. The farmer decides who else may see any of it, and can withdraw that access at any time."

IF THEY ARE TECHNICAL

Healthy Bowl is a multi-tenant workspace product: every record is scoped to one farm operation, every read and write passes a role check at the edge, and each mutation lands in an audit trail. Field capture works offline and syncs without creating duplicates, and cross-organisation access exists only as a farmer-issued grant that is scoped, time-bounded and revocable — there is no browse-all-farms mode.

IF THEY ARE A BUSINESS BUYER

A farm that keeps disciplined records earns twice: the organic audit becomes a report instead of a scramble, and the same history becomes evidence a lender or a buyer can actually check. Healthy Bowl is priced on what the farm holds — farms, fields, crops, animals, harvests — rather than per seat, so inviting a manager or a field team costs nothing extra.

04 Problem We Solve

These are the binds that make a farm reach for something new. If two or three of them are true in a conversation, you are in the right room.

The farm year has to be rebuilt from receipts

Who feels it: Organic farm owner, compliance officer at a cooperative

What it costs them: Certification season costs weeks of reconstruction, and any gap in the paper trail puts the certificate — and the organic premium that pays for it — at risk.

How Healthy Bowl answers it: Soil tests, input logs, treatments, harvests and inspections are captured at the point of work and roll up into per-standard checklists for NPOP, GLOBALG.A.P. and EUDR, each with a real completion percentage. The audit becomes a report rather than a search.

Records live in a notebook, a phone gallery and three apps

Who feels it: Farm owner and farm manager

What it costs them: Nobody can answer a simple question — what did this field cost, what did that crop actually yield — without an afternoon of cross-referencing, and half the observations never get entered at all.

How Healthy Bowl answers it: One workspace holds the whole operation on a farm, field and crop spine. Every other record attaches to that spine, so a figure is looked up rather than assembled, and the team sees the same record the owner does.

Organic gets claimed but cannot be proved

Who feels it: Exporters, cooperatives and any farm chasing a premium

What it costs them: Buyers discount produce they cannot verify, and the premium organic practice earns is eaten by the cost of proving it.

How Healthy Bowl answers it: A trace batch links a carton back to the field, crop and harvest it came from, carries proper GS1 codes, and gets a public QR page a buyer or shopper can open without logging in. Supply-chain steps are written to an append-only, tamper-evident ledger.

The bank has nothing to lend against

Who feels it: Smallholders and mid-sized farms seeking credit or insurance

What it costs them: A farmer with five disciplined seasons behind them presents the same blank file as anyone else, so credit is priced for ignorance when it is offered at all.

How Healthy Bowl answers it: The farmer issues a grant to a named lender: scoped to a risk view, time-bounded, revocable, and re-checked on every read. The lender sees recorded income, harvest history and compliance signals — never a fabricated score, and never a farm that did not choose them.

Half the farmland sits in a mobile dead zone

Who feels it: Field workers and farm supervisors

What it costs them: The pest sighting, the bin count and the animal off its feed are noted on the back of a hand at best, and most of it never reaches the record.

How Healthy Bowl answers it: Field capture writes to the device immediately, stamps GPS, queues in a visible pending list that survives a restart, and drains itself when signal returns. Re-syncing the same batch never duplicates it, and a server-side change is flagged for review instead of overwriting the entry.

The farm grows well and still loses money

Who feels it: Farm owner, and the accountant they report to

What it costs them: Cost per crop is a hunch until the season closes, input creep goes unnoticed, and next year's budget is set on feel.

How Healthy Bowl answers it: Transactions, budgets and invoices sit beside a double-entry ledger with a chart of accounts, a profit-and-loss view and cost centres tagged to a crop or an animal — so cost per kilogram and gross margin per crop are figures on a screen.

Subsidies and schemes go unclaimed

Who feels it: Smallholders in India, and the FPOs that support them

What it costs them: Support that would decide whether a season is good or bad is missed because finding the right scheme, reading its conditions and hitting its deadline is a job in itself.

How Healthy Bowl answers it: A browsable scheme catalogue carries eligibility, benefits, documents and deadlines, and applications are submitted from the workspace with a document-readiness check first, then tracked from draft to submitted in one place.

05 Value Proposition

Six things a partner can promise without overstating anything. Each one is a capability you can point at on screen.

Compliance falls out of daily work

Nothing here asks a farm to keep a second set of records for the auditor. The treatment you log because you need to remember it is the same treatment the inspector reads. Standards get their own workflow rather than a free-text label, so a certificate approaching expiry appears as an amber warning while there is still time to act.

Evidence: Per-standard workflows for NPOP, GLOBALG.A.P. and EUDR with document checklists and completion percentages, plus a group internal control system for cooperatives certifying many small growers under one certificate.

One record, many uses

A harvest record feeds the trace batch, the marketplace listing, the yield analytics and the audit file without being typed twice. That is the whole architectural bet, and it is why the product replaces several subscriptions rather than adding one.

Evidence: Trace batches reference the actual crop and harvest rows; the supply-chain timeline is assembled from recorded events, and where a link was never recorded the timeline says so rather than inventing a step.

The farmer owns the sharing

Cross-organisation access exists only as a grant the farmer issues to a specific lender or consultant. It is scoped, it expires, and revoking it goes dark immediately. There is no mode in which an outside party browses farms it was not invited into.

Evidence: Financier grants and consultant assignments are separate resources with their own permissions, held only by the farm owner role — a farm manager can see who holds access but cannot grant or revoke it.

Crops and livestock in the same workspace

Mixed smallholdings are the norm, and most farm software forces a choice. Every animal here carries its own file — health, vaccination, breeding, feed and production records — and medication logging blocks produce from being listed, harvested or trace-batched while the withdrawal window is open.

Evidence: An active withdrawal dashboard tracks which animals are blocked, which clear within forty-eight hours and which are safe, with alerts at the start of a treatment and again when produce clears.

Export and sustainability paperwork generated, not assembled

EUDR due-diligence statements, MRV and greenhouse-gas reports, a farm carbon ledger and export certificates of origin are produced from the records the farm already keeps. This is the compliance the enterprise platforms sell upward, delivered on the farmer's side of the table.

Evidence: A certificate of origin inherits its produce, quantity and origin from the trace batch, and the product refuses to issue one for a batch carrying an open critical residue or banned-substance finding.

Priced on the farm, not the payroll

Limits are counted in farms, fields, crops, animals and harvest records — never in seats or acres. A farm can invite its owner, its manager and its field staff into the same workspace with proper roles and pay nothing more for the team.

Evidence: A free tier covers three farms, twenty-five fields, one hundred crops, one hundred animals and five hundred harvest records a month, with no card required to start.

06 Ideal Customer Profile

A certified or transitioning organic operation of roughly five to five hundred acres that already feels the paperwork, sells at a premium and has one person who cares about records.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Small and mid-sized certified organic farms	5–500 acres, one to ten people	This is the primary buyer. Record-keeping pain is highest, the organic premium is worth protecting, and the free tier removes every reason not to try it before a conversation about money happens.
Farmer producer organisations and cooperatives	Groups of 50 to several thousand member growers	Group organic certification is exactly the internal control system the product ships: member growers with villages and plots, risk scoring, internal inspections against a checklist and a rollup under one group certificate.
Organic exporters and packers	Any operation shipping into the EU, the Gulf or North America	EUDR due diligence, certificates of origin, GS1 batch codes and residue screening are all live, and the paperwork is generated from the same batch a customs officer can look up.
Mixed crop-and-livestock farms and estates	Anything running animals alongside fields	Very few competitors carry both. Medication withdrawal blocking alone is a reason to switch for anyone selling milk, eggs or meat under an organic claim.
Agromony consultants and advisory practices	Independent advisers up to firms with a few dozen client farms	They arrive at a visit already informed instead of spending the first half hour asking how the season has been, and each client controls their own access.

GEOGRAPHIES

India is the home market and the strongest fit — scheme discovery, mandi price data and Indian-language support are built for it. Export-facing farms anywhere selling into the EU are a strong second, because of the deforestation and organic due-diligence work. The product is usable globally in English, but do not promise local subsidy or market-price data outside India.

NOT A FIT — DO NOT CHASE

- Large conventional row-crop operations whose main need is satellite agronomy and variable-rate prescriptions — the remote-sensing depth is not there yet, and specialists will beat us on that ground.
- Anyone who needs a certified two-way sync with an existing accounting package. The accounting connector is an outbound export path, not a live bidirectional link.
- Buyers who require a blockchain-anchored chain of custody as a contractual term. The ledger here is tamper-evident, not a distributed ledger, and pretending otherwise will end the deal later rather than sooner.
- Operations that want an ERP covering payroll, procurement, plant maintenance and logistics as one system. This is a farm operating system, not an enterprise resource planner.
- Prospects who will only buy from a vendor holding a current SOC 2 or ISO 27001 certificate. Both are on the roadmap and neither is in hand — say so early rather than late.

07 Buyer Personas

Six people you will meet. The hook is the line to open with; the question is the one they always ask back.

Organic farm owner

WHAT THEY WANT

Keep the certificate, sell at a fair premium, know where the money went, and stop losing evenings to paperwork.

WHAT FRUSTRATES THEM

Audit weeks, scattered records, buyers who discount what they cannot verify, and a bank that will not lend against a good season.

Open with: How long did last year's organic audit actually take you — and how much of that week was hunting for paper you already had?

They will ask: Will this create more work for me during the season than it saves me at the end of it?

Farm manager

WHAT THEY WANT

Run several fields, crops and teams without dropping anything; hit the plan; keep cost per crop visible while the season is still running.

WHAT FRUSTRATES THEM

Plans on one whiteboard, actuals in someone's head, and no way to see which field is behind until it is too late to fix.

Open with: If I asked you today which crop is running behind its plan and what it has cost so far, where would you have to go to find out?

They will ask: Can my field staff use it on a phone, in a field, with no signal?

Cooperative or FPO office-bearer

WHAT THEY WANT

Certify hundreds of member growers under one organic certificate, keep the internal inspections defensible, and market the group's produce collectively.

WHAT FRUSTRATES THEM

Member records in spreadsheets, internal control system paperwork done by hand, and an audit that turns on whether one grower's file is complete.

Open with: When your group certificate is audited, how do you show the inspection record for a member grower three villages away?

They will ask: Can each member keep their own records while the group still sees what it needs to see?

Compliance or certification officer

WHAT THEY WANT

Be permanently close to audit-ready, catch a residue or substance breach before produce leaves, and renew certificates before they lapse.

Open with: Which of your certificates expires next, and who is watching that date today?

They will ask: Does it cover my standard specifically, or is it one generic compliance box for everything?

WHAT FRUSTRATES THEM

Evidence held by whoever happened to record it, expiry dates nobody is watching, and standards that each want something different.

Agricultural lender or insurer

WHAT THEY WANT

Underwrite farm credit on evidence rather than proxies, and see production and repayment capacity that can be checked.

Open with: What would change in your agricultural book if the borrower could hand you five verified seasons instead of a declaration?

They will ask: Who controls the access, and what happens to my view when the farmer revokes it?

WHAT FRUSTRATES THEM

Thin files, unverifiable self-reported income, and no way to distinguish a disciplined farm from an undocumented one.

Agronomy consultant

WHAT THEY WANT

Advise more client farms without spending most of the day gathering information by phone, and leave advice attached to the record.

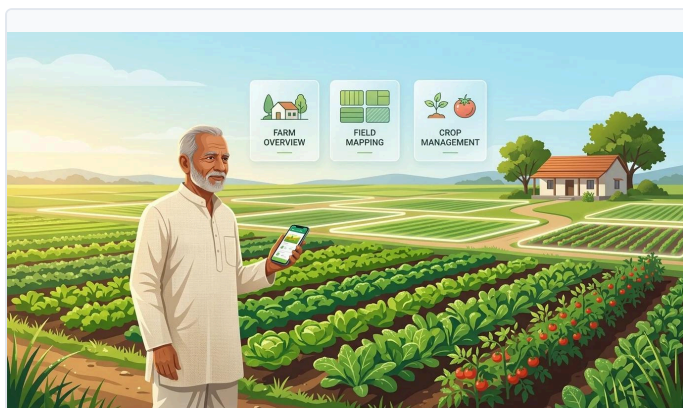
Open with: How much of your consulting day goes on finding out what happened since your last visit, rather than on advising?

They will ask: Do I need each client to buy it, and can I write back into their records or only read them?

WHAT FRUSTRATES THEM

Every visit starts from scratch, recommendations get lost in WhatsApp, and a portfolio stops scaling past what one person can hold in their head.

Fourteen situations that come up repeatedly. Each one is a real screen in the product — pick the two closest to the prospect in front of you and leave the rest alone.



ORGANIC FARM OWNER STARTING FROM A NOTEBOOK

Get a farm mapped and recording in an afternoon

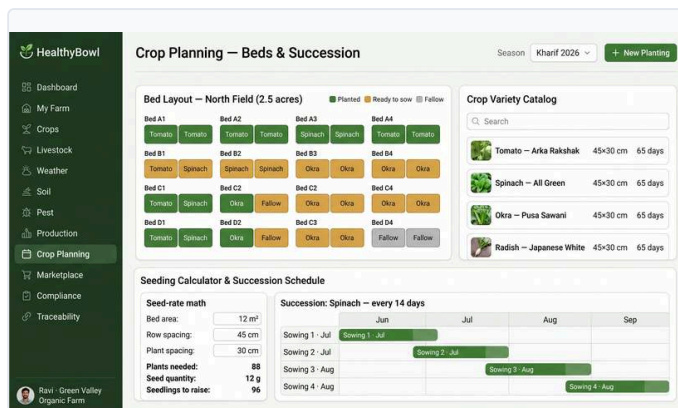
THE SITUATION

Everything about the holding lives in the owner's memory and a stack of receipts. There is no shared picture of what is planted where, so nobody else on the farm can answer anything without asking.

WHAT HAPPENS WITH HEALTHY BOWL

The guided setup walks through a farm profile, then fields with their size, soil type and irrigation method, then the first crops against those fields. Fields can be drawn as polygons on a satellite view, with acreage computed from the shape rather than measured, and shaded by recorded soil type.

The farm exists as a clickable map and a live record on day one, and every later feature has something to attach to.



FARM MANAGER ON A MULTI-FIELD OPERATION

Run a season from plan to harvest and see plan against actual

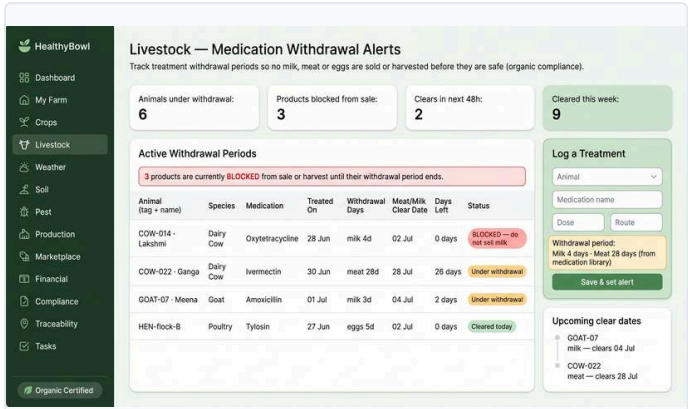
THE SITUATION

Planting decisions, growth notes and harvest figures live in different places, so the lessons of a season are lost by the time the next one is planned.

WHAT HAPPENS WITH HEALTHY BOWL

A planting plan sets variety, field, dates and expected yield; beds subdivide a field; a variety catalogue that knows spacing and days to maturity computes the seed and seedlings actually needed; a succession setting staggers repeat sowings across the season. The crop is tracked through its growth stages, and the harvest record closes the loop with quantity, grade, loss and storage.

Plan against actual becomes a comparison instead of a guess, and the same harvest record feeds traceability and analytics.



LIVESTOCK OR MIXED FARMER SELLING MILK, EGGS OR MEAT

Keep the herd's file complete and stop unsafe produce leaving

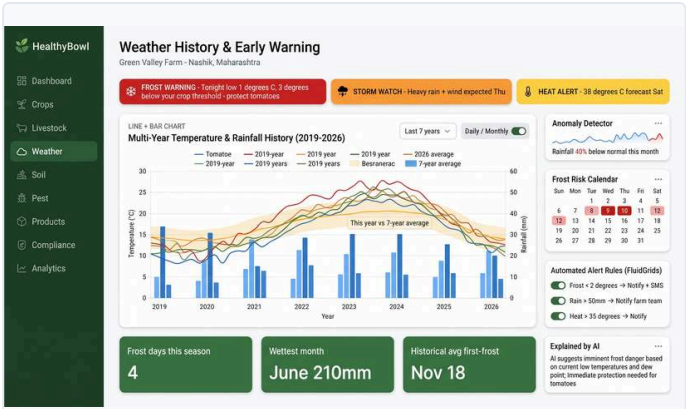
THE SITUATION

Vaccination dates live in someone's head, treatment records are informal, and the withdrawal window after a medication is remembered rather than enforced.

WHAT HAPPENS WITH HEALTHY BOWL

Each animal is registered once and then accumulates health, vaccination, breeding, feed and production records, plus ear-tag or RFID identity, body-condition score, parentage and weight history. Logging a medication from a library that pre-fills standard withdrawal periods counts down the safe-to-sell date per produce type and blocks that animal's produce from being listed, harvested or trace-batched until it clears.

A food-safety breach becomes something the product refuses rather than something a person has to remember.



FARMER DECIDING WHETHER TO IRRIGATE, SPRAY OR HARVEST

Turn the forecast into a decision the whole team can see

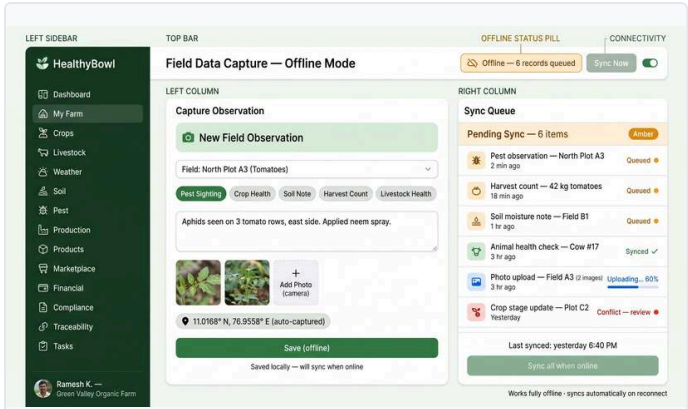
THE SITUATION

Generic city forecasts are not built around field decisions, and a frost or a heat spell is noticed when the damage is already done.

WHAT HAPPENS WITH HEALTHY BOWL

Current conditions and a forecast are shown for the farm's own location, with crop-aware thresholds the farm sets — protect tomatoes below two degrees, hold spraying above a wind speed. Crossing a threshold raises an alert with severity, affected area and a recommended action; marking it read is saved to the workspace so the team knows what has been handled. Daily rainfall, temperature and humidity build into monthly summaries.

The farm accumulates its own climate memory and reacts a day earlier, though push and SMS dispatch is still being hardened — the alerts screen is the place to check.



FIELD WORKER OR SUPERVISOR AWAY FROM SIGNAL

Record in a dead zone and let it sync itself

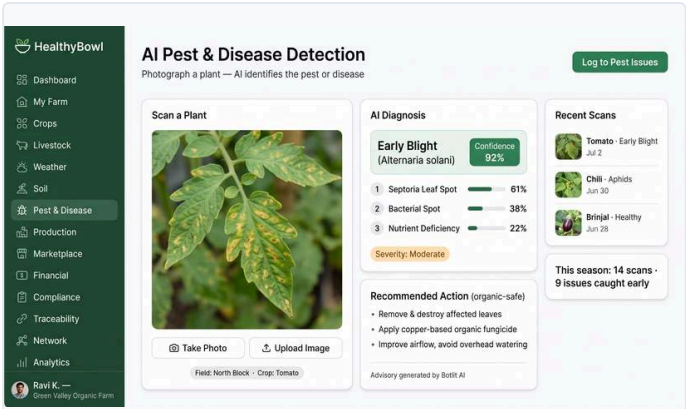
THE SITUATION

The middle of a plot is exactly where an observation needs recording and exactly where the network is not. Notes meant for later never get entered.

WHAT HAPPENS WITH HEALTHY BOWL

The capture form takes a field, a quick-type chip for pest, crop health, soil, harvest or livestock, a note and a photo, and saves to the device immediately with GPS stamped. A visible pending-sync count survives closing the app, drains automatically on reconnect, never duplicates a re-sent batch, and flags a server-side change as a conflict to review rather than overwriting it.

Observations stop being lost between the field and the farmhouse.



FARMER WITHOUT AN AGRONOMIST WITHIN REACH

Photograph a sick leaf and get a first opinion

THE SITUATION

A pest named early can still be treated organically. Named late, or misnamed, the gentle options are gone and the loss is already priced in.

WHAT HAPPENS WITH HEALTHY BOWL

A photo taken in the app returns up to four ranked candidates with confidence, severity, affected part and organic-safe steps, and one tap promotes the top candidate into a logged pest issue on the right crop with the photo attached. Every result is labelled by its source — the hosted vision model, or a deliberately confidence-capped rule-based fallback — and any recommendation naming a prohibited input is stripped and escalated rather than shown.

A knowledgeable first look in the field, honest about how sure it is, that lands in the same treatment records an auditor reads.



ORGANIC FARM OWNER OR A COOPERATIVE'S COMPLIANCE OFFICER

Walk into the organic audit with the year already written

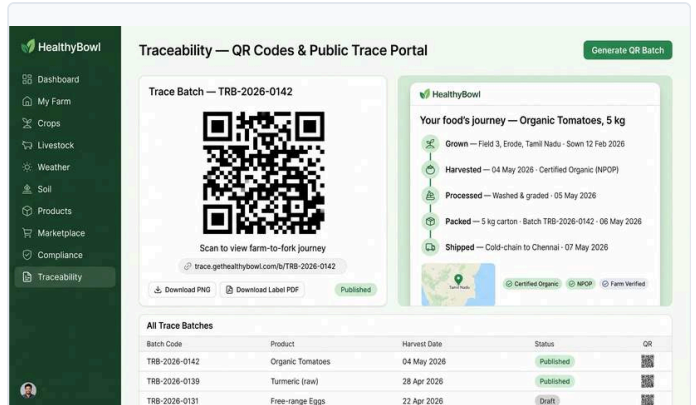
THE SITUATION

The inspector reads documentation, not tomatoes. For most farms audit season means reconstructing twelve months from receipts and memory.

WHAT HAPPENS WITH HEALTHY BOWL

A compliance dashboard shows each certification with issuer, status, issue date and expiry, and warns in amber as renewal approaches. NPOP, GLOBALG.A.P. and EUDR each carry their own document checklist and completion percentage. For a group certificate, the internal control system registers member growers with village and plots, scores risk, records internal inspections against a checklist and rolls members up under the group.

The audit becomes a report the farm can print, because the operational evidence behind the claims was already in the system.



FARM MANAGER OR PACKER SELLING INTO A PREMIUM CHANNEL

Put a scannable story on every carton

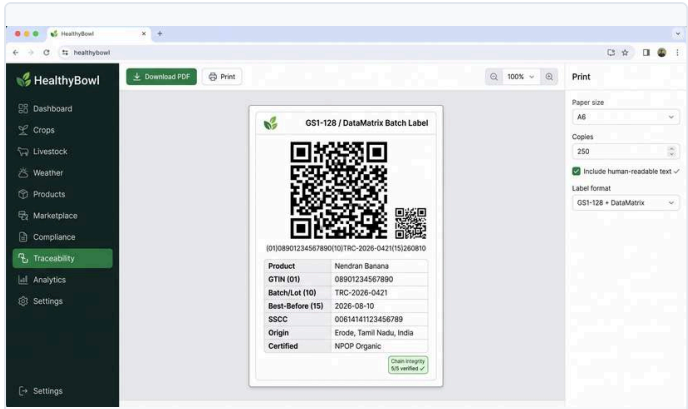
THE SITUATION

Buyers and shoppers want origin as evidence rather than assurance, and a claim on a label is worth very little without something behind it.

WHAT HAPPENS WITH HEALTHY BOWL

A trace batch links a code to the actual farm, field, crop and harvest, carries GS1 identifiers — a GTIN, lot number, best-before date and a shipping-unit code — and publishes to a public page any phone camera can open with no login. Every supply-chain step is written to an append-only, tamper-evident ledger, and a publish toggle keeps drafts and private farm data off the public page.

A premium becomes something the farm can prove it deserves rather than something it has to ask for.



EXPORTER, PACKHOUSE OR COOPERATIVE SHIPPING ABROAD

Issue export paperwork that matches the batch

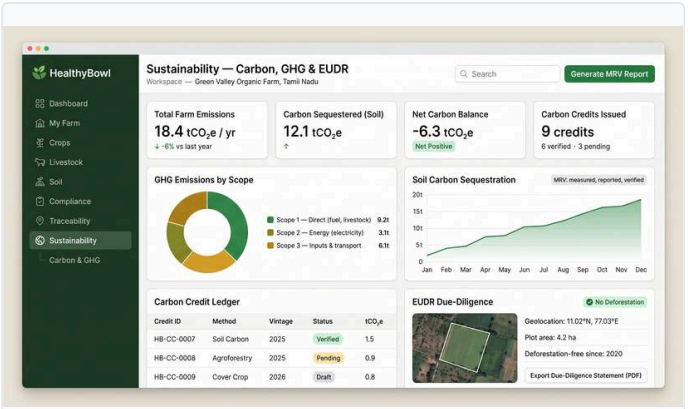
THE SITUATION

Certificates of origin are usually assembled by hand from a template, and any mismatch between the certificate and the trace record becomes a problem the moment someone cross-checks it.

WHAT HAPPENS WITH HEALTHY BOWL

Choosing the trace batch a shipment is drawn from carries its produce, quantity and origin straight onto the certificate; the exporter, consignee, destination, description, quantity and HS code are added, and cited organic certifications reference real certificate identifiers rather than free text. The document renders to a PDF with a certificate number, saves to files in one action, and moves through a draft, issued and revoked lifecycle. Printable GS1 labels come from the same batch.

The paper and the record agree, and the product refuses to issue at all while a critical residue finding is open.



FARM OWNER OR EXPORTER SELLING TO EU AND SUSTAINABILITY-CONSCIOUS BUYERS

Answer the sustainability questionnaire from your own records

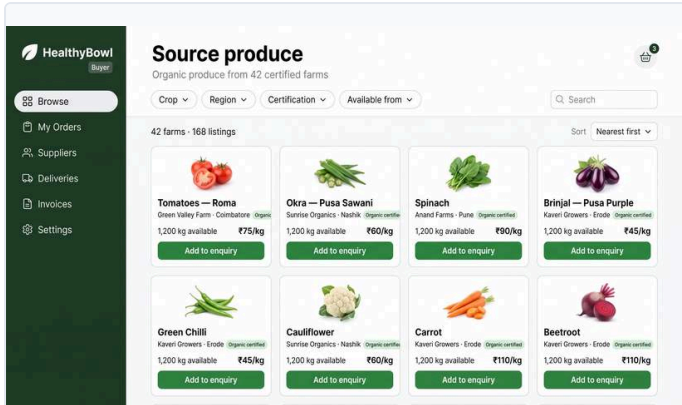
THE SITUATION

Buyers no longer take responsible practice on trust. They ask for emissions figures and a deforestation-free statement, and most farms have nothing they could hand over.

WHAT HAPPENS WITH HEALTHY BOWL

Fuel, livestock counts, purchased electricity, fertiliser, bought inputs and transport are bucketed into direct, purchased-energy and value-chain emissions with a total in tonnes of carbon dioxide equivalent. Sequestration from cover crops, agroforestry and no-till is charted and netted into a single balance. A carbon-credit ledger tracks each credit through draft, pending and verified, and each production plot holds its geolocation, boundary and deforestation-free status from a cut-off date.

A due-diligence statement and an MRV report download as PDF or CSV carrying the same figures the dashboard shows, because they read the same records.



FARMER SELLING DIRECT, AND THE BUYER SOURCING FROM SEVERAL FARMS

Sell the produce where the provenance is visible

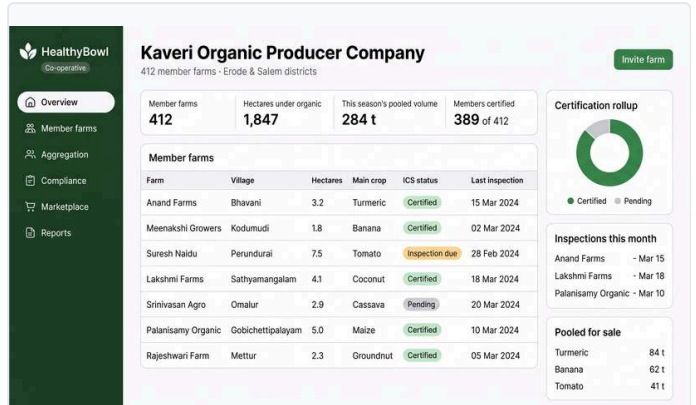
THE SITUATION

Local markets flatten everything to commodity prices, and the buyers who would pay for verified organic cannot see the harvest from where they sit.

WHAT HAPPENS WITH HEALTHY BOWL

A listing carries product, variety, price per unit, quantity, an organic flag and the farm's location, and scarce lots can run as a timed auction where the server rejects any bid below the current high plus the increment. Buyers open origin-rich product pages, pay in the app by card, UPI or netbanking through the platform billing rail, and the order moves through pending, confirmed, shipped and delivered. CSA subscription plans, wholesale accounts and delivery routes cover the other channels.

Money moves in-app rather than being settled by hand, and the listing carries the trace record behind it.



COOPERATIVE OR FARMER PRODUCER ORGANISATION

Certify a whole grower group without losing the thread

THE SITUATION

A group certificate depends on every member's file being complete, and member records usually live in spreadsheets held by whoever last updated them.

WHAT HAPPENS WITH HEALTHY BOWL

Member growers are registered with their village and plots, each carries a risk score, internal inspections are recorded against a checklist, and everything rolls up under the group certificate. Aggregation lots gather member produce, and roles are designed separately for office-bearers, field staff and the members themselves so each sees only what they should.

The group audit runs on the structure it actually needs, and cross-member aggregation beyond a single shared workspace is honestly still developing.

09 Product Capabilities

What is in the product today, grouped the way a farm thinks about it. Anything not marked shipped is marked honestly — use those markers rather than smoothing over them.

Farm operations

The spine everything else hangs off: the holding, the season and the work.

Farm, field and crop hierarchy

The root structure, with guided first-time setup so a new workspace is never a blank page.

Field map with computed acreage

Draw plots as polygons on a satellite view, drag corners to fit, and read acreage off the shape; soil-type and terrain layers shade the map.

Planting plans, beds and variety catalogue

Named beds inside a field, a reusable variety catalogue that knows spacing and days to maturity, and seed-rate maths that works out plants, grams and seedlings.

Succession planting

Sow every so many days for a set number of rounds and see the staggered sowings laid out across the season.

Harvest records

Quantity, quality grade, post-harvest loss and storage, linked back to crop and field and used downstream by traceability and analytics.

Tasks and work timeline

A board and a due-date timeline with owners and priorities, each job linked to the crop or field it belongs to.

Machinery and work orders

Register tractors, pumps and sprayers, log hours, schedule servicing and drive breakdown repairs through a work-order lifecycle.

Nursery batches and seed lots

Track seedlings from supplier through to transplant, with the lot they came from.

Livestock

Animals as first-class records, not an add-on module.

Animal register with five record streams

Health, vaccination, breeding, feed and production records against each animal, with ear-tag or RFID identity, parentage and body-condition score.

Medication withdrawal blocking

A medication library pre-fills standard withdrawal periods, counts down the safe-to-sell date per produce type and blocks listing, harvest and trace-batching until it clears.

Growth and feed analytics

Weight records roll up into average daily gain, and feed cost per animal connects the herd to the farm's books.

Animal groups

Manual or rule-based grouping so compliance and production can be read at herd level rather than animal by animal.

Rotational grazing and paddocks in progress

Track which paddock is free and which is still resting.

Land and field intelligence

What the land, the sky and the sensors are telling the farm.

Weather forecast and crop-aware alerts

Current conditions and forecast for the farm's own location, with thresholds the farm sets raising alerts that carry severity and a recommended action.

Rainfall and temperature history

Daily records rolled into monthly summaries — the farm's own climate memory.

Soil tests, recommendations and treatments

Per-field pH, nutrients, organic matter and moisture, with recommendations grounded in those numbers and treatments recorded against crop and field.

Pest reporting and organic treatment records

Report an issue against the affected crop and field, then record what was applied, through a real open, monitoring and resolved lifecycle.

Sensor probe ingestion and thresholds

Soil and weather probes report against the field they sit in, cross the farm's thresholds and raise alerts, with trend charts per probe.

Irrigation scheduling and run logs

A watering schedule per field, a run log totalling litres used, and rules that read soil moisture and the rain forecast before deciding — with skips recorded and their reason given.

Satellite crop health and yield estimates in progress

Per-field crop-health zones, a stressed-area shortlist and a yield estimate with a confidence band. Live satellite imagery is behind a rollout gate; a deterministic model is the default source today.

Offline field capture and sync in progress

Capture with no signal, watch a pending queue, and sync idempotently on reconnect with conflicts flagged. Opening the application for the very first time with no connection is still being finished.

Compliance, traceability and export

The reason organic farms choose this over a general farm app.

Per-standard certification workflows

NPOP, GLOBALG.A.P. and EUDR each with their own required-document checklist, completion percentage and expiry warnings.

Group internal control system

Member growers with village and plots, risk scoring, internal inspections against a checklist, and rollup under one group certificate.

Audits, documents and activity trail

Inspections recorded as first-class events with auditor and date, a document store, and an activity trail behind the compliance pages.

Substance rules and residue tests

A substance and maximum-residue-limit rulebook, lab residue tests recorded per batch, and an automated scan that flags a violation before produce ships.

Trace batches, GS1 codes and tamper-evident ledger

Batches linked to real crop and harvest rows, carrying validated GS1 identifiers, with every supply-chain step written to an append-only ledger.

Public QR trace portal

A no-login farm-to-fork page per published batch, plus printable label PDFs, with a publish toggle keeping drafts and private data off it.

Certificates of origin

Export certificates generated from a trace batch with exporter, consignee, destination, HS code and cited certifications, rendered to PDF with a draft, issued and revoked lifecycle.

Carbon, greenhouse-gas and EUDR reporting

Emissions by scope, sequestration and net balance, a carbon-credit ledger, and per-plot deforestation-free due-diligence statements exported as PDF or CSV.

Farm finance

The farm treated as a business, with books an accountant recognises.

Transactions, budgets and invoices

Income and expenses with category and payment method, seasonal budgets tracking actuals, and invoices with a status lifecycle and visible receivables.

Chart of accounts and double-entry ledger

Journal lines with debit, credit and running balance, and a profit-and-loss view over any date range.

Cost centres and cost by crop

Journal lines tagged to a crop or animal, giving real cost per kilogram, revenue per kilogram and gross-margin percentage per crop.

Loans, insurance and input plans

Loan records, insurance policies with a claim timeline, and input planning that feeds crop-insurance readiness.

Government scheme discovery and applications

A scheme catalogue with eligibility, benefits and deadlines, plus persisted applications with a document-readiness check. The catalogue is maintained by hand — there is no live connection to state or national scheme portals.

Accounting export connector in progress

An outbound path for journal entries into the accounting software a firm already runs. Treat it as a one-way export still being wired, not a certified two-way sync.

Market and channels

Where the produce goes after it leaves the field.

Listings and timed auctions

Fixed-price listings with organic flags and origin, or an auction with a start price, bid increment and countdown where the server enforces the minimum bid.

In-app payment and order fulfilment

Buyers pay by card, UPI or netbanking through the platform billing rail, and orders move through pending, confirmed, shipped and delivered.

CSA, wholesale and delivery routes

Subscription plans with member enrolment and delivery dates, wholesale accounts with bulk orders, and route planning across channel-tagged orders.

Agri-inputs store

An in-app shop for organic-approved seed, bio-fertiliser, bio-pesticides and tools, with organic badges, a cart and real checkout.

Mandi price watch

Daily rates by commodity and market with the day's low-to-high band, day-on-day movement, a monthly trend and threshold alerts on a watchlist. India only.

Buyer sourcing portal in progress

Cross-farm sourcing with verification, a multi-farm cart, shipment tracking and supplier shortlists. Listings are visible to signed-in members, not to the open web.

Sharing, advice and community

The other people in the value chain, admitted only on the farmer's terms.

Financier grants

The farmer opens a scoped, time-bounded, revocable window onto a risk view for a named lender. Revocation goes dark immediately, and risk indicators are computed from real data or labelled as insufficient — never invented.

Consultant assignments and advisory write-back

An adviser gets a portfolio view of assigned client farms with attention triage, and writes back tasks, notes and recommendations validated against the assignment scope on the server.

Expert and mentor consultations

A curated roster with specialisation, rate, languages and availability, and a booking that records topic, date, method, notes and fee against the farm.

Community posts and farm events

Ask questions, share experience and find workshops and training days.

Deeper lender workflow planned

A real credit model, lender-side workflow and risk-report generation beyond today's derived indicators.

Assistance and automation

One decision is live; the rest is honestly labelled as roadmap.

Leaf-photo pest and disease diagnosis

A hosted vision model returns ranked candidates with confidence and organic-safe steps, every result labelled by its source, with a rule-based fallback capped in confidence.

Page-aware farm advisor

Plain-language chat that already knows which field, crop, animal or harvest screen the question came from, running under the asker's own permissions.

Governed assistant writes in progress

Filling records on request sits behind an administrator check, one-time consent and a describe-first rule, acting through a dedicated assistant identity rather than a personal login.

Agronomic decision engine planned

Irrigation, treatment, succession, harvest window and scheme fit reached as explained decisions filed for approval.

Organic-safe guardrails as hard rails planned

Approved-input lists and withdrawal windows turned into pre-conditions a suggestion must clear, with explicit escalation when nothing compliant exists.

Overnight farm sweep planned

A daily per-farm review that drafts proposals, never acts destructively, stays off unless opted in, and reports through notifications.

10 Pricing & Plans

Pricing is metered on what the farm holds — farms, fields, crops, animals and harvest records — never on seats or acres, so a farm can invite its whole team at no extra cost. A free tier is genuinely usable for one small operation and needs no card. Two plans are live and purchasable today; the tiers below them are approved packaging that has not been released yet, and add-ons and professional services are quoted rather than bought in checkout. Always confirm the current published prices before quoting.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	0 Free forever, in every currency. No card required.	Individual farmers, pilots and very small organic operations validating the platform	3 farms; 25 fields; 100 crops; 100 animals; 500 harvest records per month; Core farm management, crop tracking, weather and alerts; Essential compliance records and community access
Starter	USD 149 / INR 5,999 / EUR 137 / GBP 119 per month Monthly billing. Currency prices are set on fixed conversion ratios and are reviewed periodically, so confirm before quoting.	Small organic farms of roughly five to fifty acres, livestock farms, multi-location operations, and cooperatives running group certification	10 farms; 100 fields; 300 crops; 300 animals; 1,500 harvest records per month; Full livestock management and advanced analytics; Multi-standard compliance and group certification for cooperatives; Platform integrations
Professional	449 per month Approved packaging, not yet released — no checkout exists for it today. Annual equivalent quoted at 5,388.	Operations of roughly fifty to five hundred acres wanting the full compliance suite, marketplace access and sensor integration	Not currently purchasable — plan and entitlements are not yet published; Positioning only; do not quote as available
Enterprise	Contact us Custom, indicated as starting at 1,499 per month in the packaging strategy. Not yet released.	Operations above five hundred acres, cooperatives and agribusinesses wanting multi-location administration, the built-in integrations and dedicated success management	Not currently purchasable; Every element is scoped and quoted individually; Healthy Bowl keeps its own name and look; it is configured to the customer's process rather than rebranded or custom-built
Cooperative	Contact us Indicative packaging of 99-199 per member per month, or a flat 2,999-9,999 per month. Not yet released.	Multi-member cooperatives and farmer producer organisations wanting volume terms and centralised administration	Not currently purchasable; Bring group size and member count to the first call so we can shape it

Add-ons

ADD-ON	PRICE
Advanced Certification Package	199 per month
Market Access Premium	299 per month
IoT Sensor Integration	149 per month plus hardware
Financial Services Integration	199 per month

ADD-ON	PRICE
Advanced Market Intelligence	300 per month
Enhanced Analytics Package	500 per month
Premium Support Upgrade	400 per month
Dedicated Customer Success Manager	1,500 per month
Advanced API Access	500 per month

WHAT TO TELL A PROSPECT ABOUT PRICE

- Only Free and Starter can be bought today. Everything listed beyond them is approved packaging awaiting release — say so plainly rather than implying a quote is imminent.
- Add-ons are not yet billable through checkout. Treat every add-on price as indicative and route the conversation to us.
- Implementation is a separate one-time service: a basic package at 3,000, an advanced package at 7,500 and an enterprise package at 15,000, covering setup hours, data migration, built-in integration setup and post-launch support.
- Advisory work is charged by the hour — agricultural consulting at 200, technology consulting at 250 and business strategy at 350 — with on-site training at 2,500 per day.
- Annual prepayment is planned at a fifteen per cent discount, and harvest-aligned seasonal payment terms are under development for Indian cash-flow realities.
- Never convert a currency yourself or round a figure. Quote what is published, or say Contact us.

11 Competitive Landscape

Seven named alternatives, compiled from published material as of 9 July 2026. Each one genuinely beats us somewhere — lead with that concession and the rest of the comparison will be believed.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
CropIn	An India-born agriculture cloud with deep artificial-intelligence and satellite intelligence, sold to large agribusinesses, exporters and development programmes, with a broad global footprint.	Remote sensing and machine learning are far deeper, their deforestation and climate compliance is the strongest in the market, their offline mobile apps are more mature, and they have real scale and government traction we do not.	They ship no general livestock module and no farmer-side accounting. Organic is one segment for them rather than the core wedge. They are enterprise quote-only with no public tier, so a small farm cannot buy at all; Healthy Bowl publishes its prices and starts free.
FarmERP	A mature agriculture enterprise resource planner covering farms, plantations, contract farming, exports and agribusiness logistics, with over twenty years of deployments.	Genuine ERP accounting — chart of accounts, profit and loss, ledgers, depreciation — beyond what we offer, plus stronger contract-farming and export workflows and a long track record across many countries.	No organic vertical at all, no self-serve government-scheme module, livestock only as a separate add-on, and no direct farmer-to-buyer marketplace. Buying it means an ERP implementation project; a farm can be recording in Healthy Bowl the same afternoon.
TraceX	A blockchain-based traceability, compliance and carbon platform for food brands, exporters and cooperatives.	The strongest blockchain and consumer-traceability story, broader formal certification coverage for enterprise certifiers, and more mature offline mobile field tools.	TraceX is a platform you feed separately; here traceability is a by-product of records the farm keeps anyway. Livestock and general farm operations are thin for them and first-class for us, and their published starting point is around 300 a month against a free tier and a 149 Starter here.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
SourceTrace	An agri value-chain digitisation platform for cooperatives, non-governmental organisations, exporters and food companies, with strong organic internal-control-system tooling and a large global footprint.	The broadest value-chain coverage of the traceability players, mature organic internal control system digitisation, established market-linkage and financial-services modules, and blue-chip references.	No general livestock module, no self-serve scheme support, and quote-only enterprise pricing that a small farm cannot get through. Their model is an enterprise-administered value chain the farmer is enrolled into; ours is a farmer-owned workspace that grants and revokes access.
DeHaat	A full-stack Indian farmer-services network combining inputs, advisory, finance facilitation and market linkage through physical centres and an app.	Enormous physical and digital reach among Indian smallholders, real input-supply and buyer networks, multilingual advisory at scale, and a level of on-the-ground support software alone cannot match.	No livestock management, no scheme-application module and no formal organic certification tooling. Their free core is funded by input and output margins, so transactions are platform-mediated; here the farmer holds a direct relationship, an independent record and explicit consent over every share.
AgriWebb	A livestock-first farm management platform with strong offline mobile, electronic identification and livestock assurance compliance, established across Australia and North America.	Best-in-class cattle and sheep record-keeping, deeper electronic identification and livestock assurance compliance, a more mature offline mobile app, and transparent head-count pricing that starts lower than our Starter.	Thin on cropping, soil and organic certification, no trading marketplace, and no Indian scheme support. A mixed farm gets crops and livestock in one workspace here, plus audit-ready organic evidence and carbon reporting they do not attempt.
Farmonaut	A low-cost satellite crop-health monitoring service with blockchain traceability and verification products aimed at banks and insurers.	Remote sensing is their core competence and it is stronger and cheaper per acre than ours, they have a working blockchain traceability offering, and they are genuinely API-first.	No livestock, no farmer bookkeeping, no marketplace and no scheme module. Their record is built for the lender or insurer verifying a farm; ours is built for the farm, with the lender admitted only by grant.

THE POSITIONING LINE TO HOLD

Every other tool asks the farm to keep records for someone else's benefit; Healthy Bowl keeps them for the farm, then lends them out under consent.

12 Why Us / Differentiators

If you remember eight things about why a prospect would choose this, make it these.

Organic is the design, not a module

Input logs, soil tests, treatments, internal-control-system inspections, residue tests and certificates of origin are structured to yield certification evidence as a by-product of normal work. Generalist farm suites bolt a compliance tab onto a crop planner; here the data model was built for the audit from the beginning.

The farmer holds the consent switch

Every cross-organisation view is a grant the farm issues to a named lender or adviser, scoped, time-bounded and revocable, re-checked on each read. Nobody browses farms that did not choose them. That is the opposite of the enterprise value-chain model most competitors run.

Enterprise compliance delivered farmer-side

Deforestation due-diligence statements, greenhouse-gas and MRV reporting and a farm carbon ledger are generated from everyday records, with no separate sustainability project. This is what the big platforms sell upward to brands and exporters, priced here at farm-operating-system level.

Crops and livestock, one workspace

Several of the strongest competitors ship no livestock at all, and one of them ships almost nothing else. A mixed smallholding is the common case and gets a single record, including medication withdrawal windows that block produce rather than merely warning about it.

Verifiable provenance without blockchain lock-in

GS1-coded batches, an append-only tamper-evident ledger, a public no-login QR page and printable label PDFs give a buyer something to check. Say plainly that this is not a distributed ledger — prospects who require one should buy a blockchain platform.

Government schemes as a self-serve flow

Discovery, eligibility, document-readiness checks and a persisted application tracked from draft to submitted. None of the seven competitors reviewed offers this. Be clear that the scheme catalogue is maintained by hand rather than wired to state portals.

Published prices, no quote cycle

Four of the seven alternatives are enterprise quote-only, which is how small farms get excluded from good software. A free tier and a published Starter price mean a farm can evaluate on its own terms before anyone talks to it.

Honesty as a product property

Empty states show honest zeros rather than sample data, diagnoses are labelled by their source, risk indicators say insufficient data rather than inventing a score, and roadmap items are marked as roadmap in the product itself. Partners can quote this document without fear of being caught out.

13 Customer Proof & Credibility

There are no reference customers to name and no usage figures to quote. Credibility here comes from the depth of what is actually built, the governance inherited from the platform underneath, and a documented willingness to state limits — so build the case on what a prospect can verify themselves in a demo, not on social proof.

BREADTH YOU CAN CHECK IN ONE SESSION

Roughly fifty use-case stories are published on the site, spanning farm operations, livestock, finance, marketplace, compliance and traceability, home gardening, partner views and assistance. Open any of them next to the product and see whether the screens match.

ACCESS CONTROL ON EVERY RECORD

Eight role presets — farm owner, farm manager, farmer, agronomist, compliance officer, certification auditor, terrace gardener and input vendor — are seeded into every workspace, each granting a defined level per resource type. Nothing granted means denied; the system fails closed.

ISOLATION AND AUDIT BY DEFAULT

Every record is scoped to one farm workspace, permissions are enforced before a request reaches the data, and each change lands in an activity trail — the same trail that powers the compliance pages.

ENCRYPTION AND HOSTING POSTURE

All traffic is encrypted in transit with no unencrypted endpoints, and farm data lives in managed cloud databases with encryption at rest, automated backups and network isolation. The single unauthenticated surface is the public QR trace page, which serves only what a farmer deliberately published.

PRIVACY STANCE IN WRITING

Aligned with GDPR and ePrivacy in Europe and India's Digital Personal Data Protection Act: consent is opt-in, withdrawal is as easy as granting, analytics load only after consent, and Global Privacy Control signals are honoured. Farm records belong to the farm and are not sold.

COMPARISONS PUBLISHED WITH AN AS-OF DATE

The competitive pages name the compilation date and cite sources per competitor, and score our own partial capabilities as partial rather than as wins. Show a sceptical prospect the comparison page; it makes the argument better than a pitch does.

CERTIFICATION ROADMAP, HONESTLY STAGED

SOC 2 Type II and ISO 27001 are targeted rather than held, with privacy and food-safety standards sequenced behind them. If a prospect needs a current certificate today, tell them now and let us confirm timing directly.

Be straight about this. Healthy Bowl is newly generally available and has no public reference customers, published usage numbers, testimonials or third-party awards — and any partner who implies otherwise will be caught. What a prospect should weigh instead is the depth of the shipped product, which they can inspect in a free workspace within an hour; the honesty of the capability markers in this document, several of which say in progress or planned; and the fact that the governance layer — roles, isolation, audit trail, consent-based sharing — is inherited from an existing platform rather than being built for the first time here. Where a limit exists it is stated: paid tiers beyond Starter are not released, satellite intelligence and offline start-up are still being completed, the accounting connector is one-way, the trace ledger is tamper-evident rather than distributed, and no security certification is yet held.

14 Demo Information

The strongest demo is a free workspace opened live in front of the prospect and filled with their own farm, because the empty states are honest and the setup genuinely takes minutes. If time is short, run the compliance and traceability arc — it is what an organic farm buys.

HOW TO GET A DEMO

Anyone can sign up on the free tier at the application address with no card. For a guided walkthrough with a prospect present, book a call with us rather than improvising; we will run the parts still marked in progress accurately.

Runs about Twenty minutes for the core arc, forty with finance and the partner views. Do not attempt the whole product in one sitting.

WHERE TO LOOK

- **Product website** — <https://www.gethealthybowl.com>
- **Sign in or start free** — <https://app.gethealthybowl.com>
- **Use-case library** — <https://www.gethealthybowl.com/use-cases>
- **Book a guided walkthrough** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 Create the farm, then draw a field on the satellite map**
Watch the acreage compute itself from the shape you drew. Everything else in the product attaches to this field — soil tests, plans, pest reports, trace batches.
- 2 Build a planting plan with beds, a variety and a succession**
The variety catalogue already knows spacing and days to maturity, so the seed quantity is worked out rather than guessed, and repeat sowings lay themselves out across the season.
- 3 Log a treatment, then open the compliance dashboard**
That treatment is now audit evidence. Notice the standard has its own checklist and a completion percentage rather than a tick box, and the certificate expiry is showing amber before it becomes a problem.
- 4 Record a harvest, create a trace batch and open the public QR page**
This is the whole argument in one screen. The batch code came from the harvest record, and the page a shopper opens with a phone camera has no login and shows only what the farm chose to publish.
- 5 Register an animal, log a medication, then try to list its produce**
The withdrawal window is not a warning, it is a block. The product refuses to let that produce be listed, harvested or trace-batched until the safe-to-sell date passes.
- 6 Photograph a leaf and promote the diagnosis to a pest issue**
Note the label on the result — model or fallback. Nothing here dresses a guess up as certainty, and one tap turns it into a logged issue on the right crop with the photo attached.
- 7 Open the ledger, then the cost-by-crop panel**
This is the question most farms cannot answer while the season is running: did the tomato crop actually make money. It is read from journal lines tagged to that crop.
- 8 Grant a financier access, then revoke it**
Scoped, time-bounded, and gone the moment it is revoked. There is no mode where a lender browses farms that did not choose them — that is the difference between this and an enterprise value-chain platform.

15 Sales Talking Points

Nine sentences that hold up under pushback. Use one or two, not all nine.

The record you keep to run the farm is the record that proves the farm.

It captures the whole product in one line and reframes record-keeping from overhead into an asset. Everything else in the pitch is a variation on it.

Nobody sees your farm unless you let them, and you can take it back.

Data ownership is the live anxiety in agritech, especially where free platforms are funded by input and output margins. This is the sentence that separates us from that model.

Crops and livestock in the same workspace — most of the field ships only one.

Mixed smallholdings are the common case, and four of the seven main alternatives have no livestock module at all. It is an easy, checkable claim.

You can start free today, without talking to anyone.

Four of the seven alternatives are enterprise quote-only. Removing the quote cycle is often the whole reason a small farm ever evaluates software.

Compliance for the EU market, generated on the farmer's side of the table.

Deforestation due diligence is reaching small producers, and it is normally sold to brands and exporters rather than to farms. It lands hardest with anyone exporting.

The withdrawal window blocks the sale; it does not just warn you.

It is a concrete, memorable example of the product enforcing a rule rather than displaying one, and it matters commercially to anyone selling milk, eggs or meat.

Priced on what the farm holds, not on how many people log in.

Farms run seasonal teams. Per-seat pricing punishes exactly the behaviour — getting field staff to record things — that makes the product work.

Where a link in the chain was never recorded, the timeline says so.

It is a small detail that signals the whole product culture, and sceptical buyers who have been burned by demo data notice it immediately.

We will tell you what is not built before you find out yourself.

The capability markers in this document are the proof. Saying it out loud early buys credibility that is worth more than any feature claim.

The eleven things prospects actually say. Answer briefly, concede where the concession is true, and bring anything commercial back to us.

"We already use spreadsheets and they work fine."

They work until someone asks a question that spans them. Try the free tier for one field and one crop cycle — if plan against actual, cost per crop and the audit file do not come out faster than the spreadsheet, you have lost nothing but an afternoon.

PROOF · The free tier covers three farms, twenty-five fields and a hundred crops with no card, so the trial is real work rather than a sandbox.

"You are a small company. What happens if you disappear?"

A fair question and worth asking of any young vendor. Your records are yours: analytics and farm data export as CSV and JSON, documents are downloadable, and compliance exports are PDFs you keep. Nothing in the model depends on you being unable to leave.

PROOF · Data export is built in rather than promised, and the stated privacy position is that farm records belong to the farm and are not sold.

"Why would we not just go with the established player everyone in the industry uses?"

For a large agribusiness needing satellite agronomy at scale, you probably should. For an organic farm or a grower group, those platforms are enterprise quote-only, have no livestock module and no farmer-side books, and treat organic as one segment among many. Read the comparison page before deciding.

PROOF · The published comparisons carry a compilation date, cite sources per competitor and concede where the competitor wins.

"This looks expensive for a farm our size."

There is a free tier that covers a small operation properly, and the paid Starter is a fixed monthly figure rather than a per-seat charge — your manager and field staff cost nothing extra. Compare it against what one certification consultant's day costs.

PROOF · Published plan limits are counted in farms, fields, crops, animals and harvests, never in seats or acres.

"How do I know this is really audit-ready for my certifier?"

Do not take my word for it. The standard-specific workflows carry their own document checklists and a completion percentage, so put your own standard in front of it and see what the checklist asks for. Certification workflow depth beyond the main standards is still growing, and we will say where it stops.

PROOF · Workflows exist for NPOP, GLOBALG.A.P. and EUDR, plus a group internal control system with member growers, risk scores and internal inspections.

"Our people will not use it. Half of them are not comfortable with an app."

That is the failure mode we designed against. Capture is a form with quick-type chips, a note and a photo, works with no signal, and stamps location itself. It runs in English, Hindi and Tamil today with more Indian languages being added, and role-based training is part of onboarding.

PROOF · Field capture writes to the device immediately, queues visibly, and syncs without duplicating on reconnect.

"Is our farm data safe, and who else can see it?"

Every workspace is isolated, every request is authorised before it touches data, and traffic is encrypted in transit with encryption at rest behind it. The only way anyone outside the farm sees a record is a grant you issue, that expires, and that you can revoke instantly.

PROOF · The public QR trace page is the single unauthenticated surface, and it serves only batches a farmer deliberately published.

"Do you have SOC 2 or ISO 27001?"

Not yet, and I would rather tell you now than at procurement. Both are on the certification roadmap with independent audit planned. What exists today is the underlying control posture — isolation, role enforcement, audit trail, encryption — and we can walk your security reviewer through it.

PROOF · The certification roadmap sequences SOC 2 Type II and ISO 27001 first, then privacy and food-safety standards, and does not claim any of them as held.

"We would rather build something ourselves, or extend what we have."

Farm records are the easy part. What takes years is the surrounding work — organic standard workflows, group internal control systems, GS1 batch coding, deforestation statements, withdrawal-window enforcement, consented external access. Ask your team to scope the compliance half honestly, then compare.

PROOF · The shipped surface spans roughly fifty published use-case stories across eight areas, including the compliance and export work most in-house projects never reach.

"Will this integrate with the accounting software we already run?"

There is an outbound connector for pushing journal entries, and I want to be precise: it is a one-way export path still being wired, not a certified two-way sync with any one provider. If a live bidirectional link is a requirement, that is a gap today.

PROOF · The product's own comparison material scores farmer-side finance as partial for exactly this reason, rather than claiming a full integration.

"Our buyer requires blockchain-verified traceability."

Then be careful with us. Our ledger is append-only and tamper-evident, which shows history was not quietly edited, but it is not a distributed ledger. If the contract names blockchain specifically, a blockchain platform is the honest answer — and we would rather say that now.

PROOF · Blockchain is scored as a no on our own comparison pages against competitors who have it, rather than being fudged.

17 Discovery / Qualification Questions

Ask these before pitching anything. The answers tell you whether this is a Healthy Bowl conversation at all, and which two use cases to lead with.

ASK THIS

LISTEN FOR

Are you certified organic, in transition, or thinking about it?

Certified or transitioning is the strongest signal in this entire document. Conventional farms can use everything, but the compliance argument — which is the whole wedge — lands far weaker.

How long did your last audit or inspection take, and what did you have to go and find?

A number in days or weeks, and a story about hunting for paper. If they shrug and say it was fine, either their records are already good or the audit is not painful enough to buy against.

Where do your field records live today — who enters them and when?

A notebook, a phone gallery, WhatsApp, a spreadsheet somebody owns. Entry happening at the farmhouse hours later rather than in the field is the offline-capture opening.

Do you run animals as well as crops?

A yes is a differentiator you can use immediately, because several strong competitors ship no livestock at all. Ask straight after whether they sell milk, eggs or meat, which brings withdrawal windows into play.

Do you export, or sell to anyone who asks about deforestation or emissions?

Any mention of the EU, a buyer questionnaire, or a certificate of origin. That moves the conversation to the compliance suite, which is where we are strongest against the enterprise platforms.

Can you tell me what a specific crop cost you last season, per kilogram?

Hesitation, or an answer that comes from feel. That is the ledger and cost-centre conversation, and it is usually the one the owner cares about most personally.

Have you tried to raise credit or insurance against the farm recently?

Frustration about being asked for evidence they cannot produce. It opens the consented lender view without you having to explain the mechanics first.

Do you know which government schemes you currently qualify for?

In India, a no or a vague answer is common and immediately actionable. Outside India, skip this question rather than promising local scheme data we do not have.

How many people would need to be in the system, and what should each of them be able to see?

A team of any size, and any hint that some records — the books, buyer identities, consent decisions — should be restricted. That is the role-preset conversation and a reason per-seat pricing hurts them elsewhere.

If you are a group — how many member growers, and how is the group certificate handled today?

Spreadsheets, a person who holds it all in their head, or an internal control system run on paper. Group certification is a strong fit, so hand this on quickly.

What would have to be true for you to move off what you use now, this season?

A real trigger — an audit date, a buyer requirement, a lost premium, a lender request. No trigger usually means no timeline, however positive the conversation feels.

18 How to Identify a Good Opportunity

How to tell a real opportunity from a pleasant conversation. Amber does not mean walk away; it means qualify harder before spending your credibility on an introduction.

STRONG SIGNAL — PURSUE

- Certified organic or actively transitioning, with an audit date on the calendar
- Exporting, or holding a buyer questionnaire about deforestation, residues or emissions
- A cooperative or FPO running group certification across member growers
- Mixed crops and livestock, especially selling milk, eggs or meat
- Field records still on paper or in a chat group, with someone visibly frustrated about it
- A recent credit, insurance or premium conversation that stalled for lack of evidence

Introduce us straight away.

WORTH A CONVERSATION

- Conventional farm with no certification plans — everything works, but the strongest argument does not apply
- Very large row-crop operation whose real need is satellite agronomy at scale
- Outside India, where scheme discovery and market-price data do not apply
- Interested but with no season trigger, no audit date and no buyer pressure
- Needs a live two-way accounting sync, or paid tiers above Starter, right now

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- A contract that specifically requires blockchain-anchored chain of custody
- Procurement that will not proceed without a current SOC 2 or ISO 27001 certificate
- Wants a full enterprise resource planner covering payroll, procurement and logistics
- Expects named reference customers in their region before a first conversation
- Wants a free platform funded by input and output margins rather than a subscription

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Does this operation have to prove something about how it farms — to a certifier, a buyer, an export market or a lender? If yes, there is an opportunity here whatever their size. If no, they can use the product but they will not buy it with any urgency.

19 How to Introduce Us

Keep the introduction short and specific to the pain you actually heard. Do not attempt the feature list; your job is to get us into the room with enough context that the first call is useful.

IN CONVERSATION

"You mentioned the audit taking a week. There is a product called Healthy Bowl built specifically for organic farms — the idea is that the records you keep to run the farm are the same records the inspector reads, so the audit becomes a report rather than a search. It also carries livestock and the books, and it starts free. Would it help if I introduced you to the person behind it?"

EMAIL – SUBJECT: INTRODUCTION – HEALTHY BOWL, FOR THE CERTIFICATION RECORD-KEEPING

Hi [Name],

After our conversation about [the audit / the buyer questionnaire / the field records], I wanted to point you at something.

Healthy Bowl is a farm operating system built for organic and natural farms. The whole operation lives in one workspace — fields, crops, livestock, weather, money — and the records you keep to run the farm are the ones that produce your certification evidence, your traceability batches and your export paperwork. There is a free tier you can try without talking to anyone: <https://www.gethealthybowl.com>

It is early, and they are straightforward about what is not built yet, which is why I am comfortable passing it on.

If it looks relevant, Vignesh runs it and is happy to walk you through it: vignesh@burdenoff.com, or book directly at <https://calendly.com/vignesh-burdenoff/1-1>

Best,

[Your name]

SHORT MESSAGE / LINKEDIN

Saw your post about the certification paperwork. Worth a look at Healthy Bowl — a farm operating system built organic-first, where the daily records double as your audit evidence and your traceability. Free tier, no sales call needed: [gethealthybowl.com](https://www.gethealthybowl.com). Happy to introduce you to the team if it is useful.

WARM THREE-WAY INTRODUCTION

Copy us both in, put one sentence about their operation and one about the pain you heard in the body, and step back. A good introduction reads: this is [Name], who runs [X acres of organic Y] and is losing [days] a season to [audit paperwork / scattered records]; this is Vignesh, who built Healthy Bowl. We will take it from there and keep you updated on where it goes.

Please do not: Do not claim other farms are already using it, name any customer, or invent a number. There are none to name and the prospect will ask.; Do not promise Professional, Enterprise or Cooperative pricing, or any add-on price, as though it is available — only Free and Starter can be bought today.; Do not describe the traceability ledger as blockchain, or the accounting connector as a two-way sync.; Do not promise local subsidy or market-price data outside India, or offline start-up of the whole application.; Do not attempt technical or security answers you are not sure of — bring us in rather than guessing.

20 Lead Handoff Process

You do not need to close anything. Register the opportunity, send us what you know, and stay in the loop as much or as little as you want.

1 Register the introduction before the first call

Email vignesh@burdenoff.com with the prospect's name, organisation and the pain you heard. Registration is what protects your commission, so do it first and do it in writing.

2 Make the introduction

A short email copying both sides, or a booking straight into <https://calendly.com/vignesh-burdenoff/1-1>. One sentence of context beats a page of it.

3 We qualify and run the first call

We will confirm fit, walk the parts of the product that match their operation, and be explicit about what is shipped, in progress and planned. You are welcome on the call and not required to be.

4 Scoping, trial or pilot

Most farms start on the free tier with their own farm and fields. Groups, exporters and larger estates usually need a scoping conversation about onboarding, migration and certification preparation first.

5 Commercial close and your commission

We issue the quote, sign the agreement and invoice the customer. Your commission is calculated on collected net subscription revenue under the tier you signed up for.

SEND US THIS — IT IS ALL WE NEED

- Contact name, role and the best way to reach them
- Organisation, roughly how many acres and how many people
- Whether they are certified organic, in transition, or neither
- Whether they run livestock as well as crops
- What they use today, and what specifically broke or frustrated them
- Any deadline in play — an audit date, a buyer requirement, a season start, a lender request
- Whether they export, and to which markets

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered introduction within one working day and aim to have the first conversation booked within three. If a prospect is chasing a season deadline, say so in the registration email and call +91-7358445777 and we will move faster.

Deal registration: Send registrations to Vignesh T.V. at vignesh@burdenoff.com, or phone +91-7358445777. A registration is valid once we have acknowledged it in writing, and it holds for ninety days from that acknowledgement. Where two partners register the same prospect, the earlier acknowledged registration takes precedence.

21 Partner / Referral Commercials

Healthy Bowl uses the standard Burdenoff partner programme, which is the same across every product in the portfolio. Commission is paid on collected net subscription revenue — not on invoiced or booked amounts — and the tier you sit in depends on how much of the work you take on beyond the introduction.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3%, capped at \$10,000
Consulting Partner	Introduction plus evaluation support	12% of first-year collected net subscription	0–3% if active in the success plan · 3%, capped at \$15,000
Implementation Partner	Introduction plus implementation delivery	15% of first-year collected net subscription	3–5% if active in the renewal success plan · 5%, capped at \$25,000
Authorised Reseller	Approved resale, first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% if the account stays active and supported · Up to 5% on dedicated tenant or managed services, if approved
MSP / Strategic Partner	Bundled or managed offering under the Healthy Bowl name	Custom	Custom · Custom

THE RULES THAT MATTER

- Register the opportunity in writing before the first conversation. An unregistered introduction earns nothing, however warm it was.
- Commission is calculated on collected net subscription revenue, excluding taxes, refunds, credits and any third-party pass-through costs.
- Free-tier signups earn nothing until the account converts to a paid plan; the clock on first-year commission starts at the first collected payment.
- Registration holds for ninety days from our written acknowledgement and can be extended by agreement where a season or audit cycle makes the deal longer.
- Where two partners register the same prospect, the earlier acknowledged registration takes precedence.
- Implementation, migration, training and consulting services are quoted separately from subscription and carry their own terms rather than the subscription percentage.
- Reseller margin applies only to quotes we have approved in advance; never quote a price to a customer without that approval.
- Never discount, promise a roadmap date, or commit to a contractual term on our behalf.

GETTING PAID

Commission is calculated quarterly on revenue actually collected in that quarter and paid within thirty days of the quarter close, against your invoice. Payment is made in the currency of the signed partner agreement, net of any applicable withholding tax.

These are the standard Burdenoff partner programme terms, published here for guidance. They are not an offer and not a contract. The terms that bind are those in your signed partner agreement and in the quote issued to the customer; where anything here differs from those documents, those documents govern.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If Healthy Bowl is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

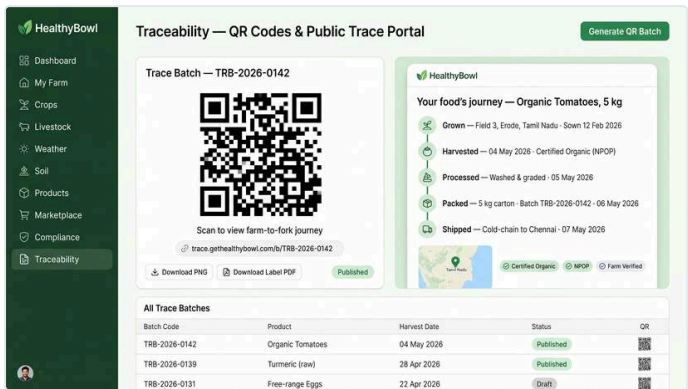
ASSET	WHERE	WHAT IT IS FOR
Healthy Bowl website	https://www.getthehealthybowl.com	Start here. The positioning, features and honest capability statements are all public.
Application — start free	https://app.getthehealthybowl.com	Where a prospect signs up. The free tier needs no card, so send this link freely.
Documentation	https://docs.getthehealthybowl.com	For the technically minded prospect who wants detail before a call.
Use-case library	https://www.getthehealthybowl.com/use-cases	Around fifty published scenarios. Send the two closest to the prospect rather than the index.
Comparisons against named alternatives	https://www.getthehealthybowl.com/vs	Carries a compilation date and concedes where each competitor wins. Good for sceptical buyers.
Pricing	https://www.getthehealthybowl.com/pricing	The published plans. Always check this before quoting anything.
Security and privacy posture	https://www.getthehealthybowl.com/security	Send this to anyone who asks about data protection before you attempt an answer yourself.
Services — onboarding, certification, training	https://www.getthehealthybowl.com/services	Useful for cooperatives, exporters and estates that need help getting live.
Book a call with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	The fastest handover. Send it straight to the prospect, or book on their behalf.
All Burdenoff products	https://burdenoff.com/products	If the prospect's need turns out to sit elsewhere in the portfolio, start here.

WHAT YOU CAN SHARE, AND WITH WHOM

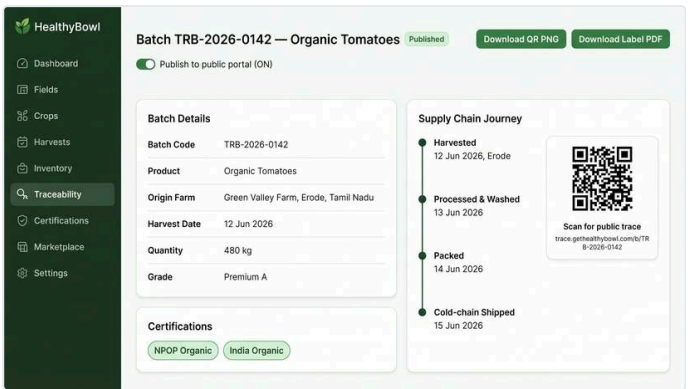
- Share freely in public: the website, the use-case library, the comparison pages, the pricing page, the security page and this document's positioning language. All of it is already published.
- Prospect-only: screenshots you take inside a workspace, anything about a named prospect's operation, and commission terms — which are between you and us, never a customer conversation.
- Needs our written sign-off before publication: any co-branded material, press or blog post, event listing, translated version of this pack, or use of the Healthy Bowl name and logo in your own marketing.
- Never publish or repeat: a customer name, a usage figure, a testimonial, a benchmark or a roadmap date. None of these exist in a form that can be quoted, and inventing one costs the partnership.
- Keep this pack current. If a price, a plan or a capability marker here contradicts the website, the website is the public claim and this document is out of date — tell us and we will reissue it.

Every screen in the Healthy Bowl design set — 202 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

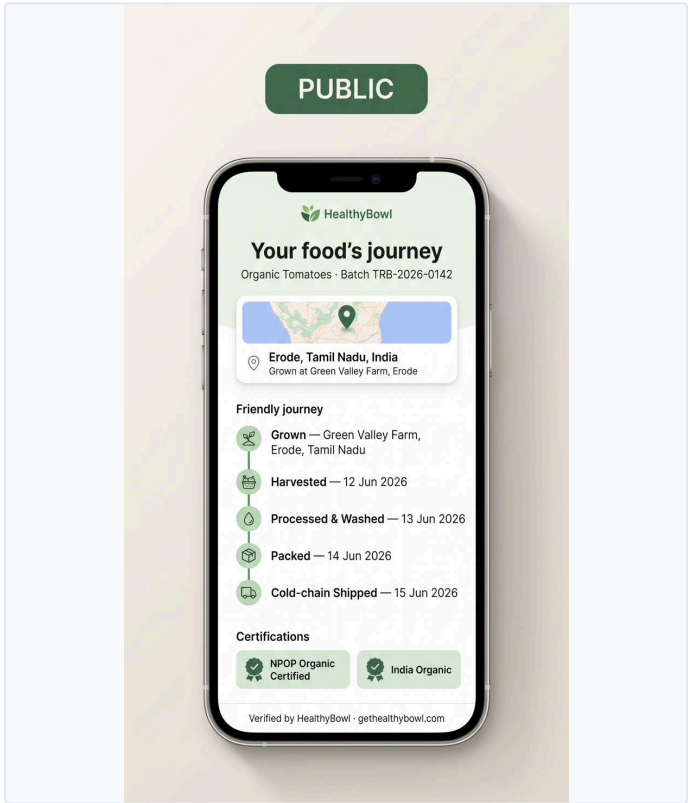
QR TRACEABILITY PORTAL • 8 SCREENS



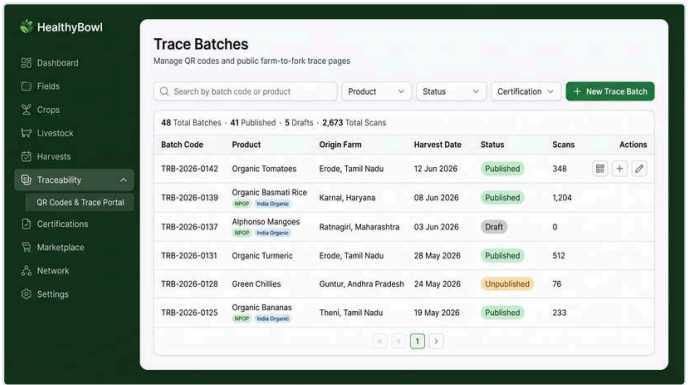
001 Overview



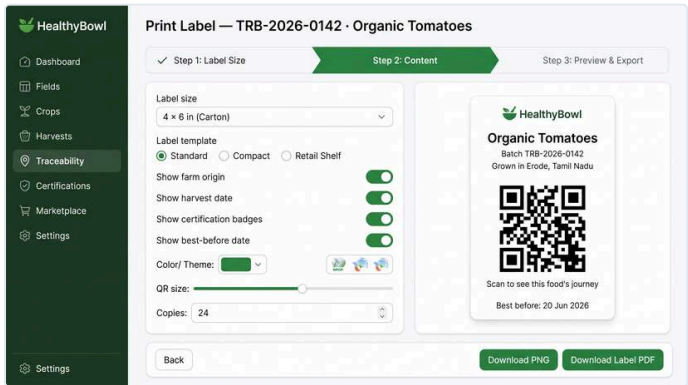
002 Detail



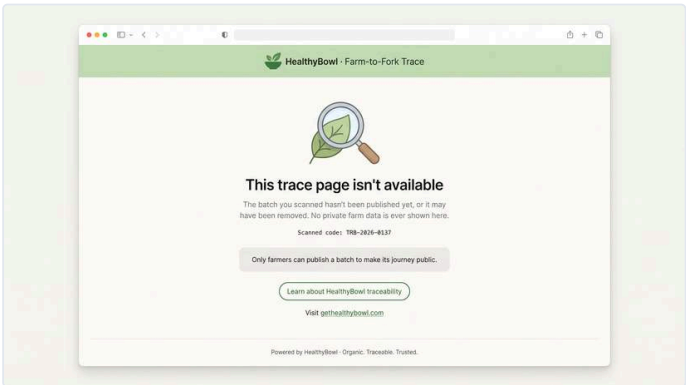
003 Mobile Or Analytics



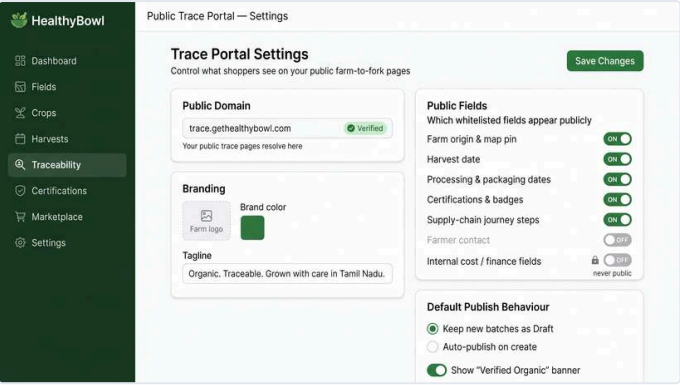
004 Batches Table



005 Print Labels Wizard



006 Public Not Found



007 Portal Settings

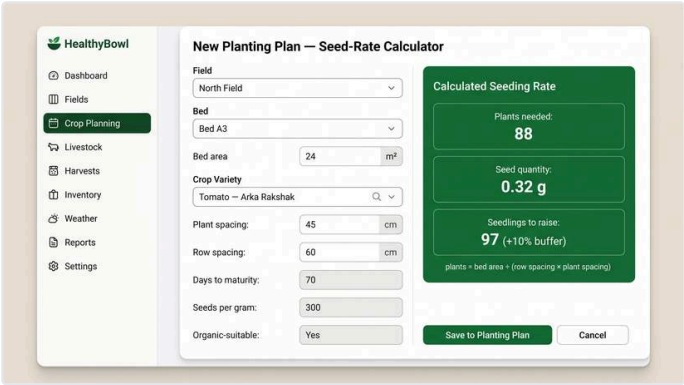


008 Scan Analytics Timeline

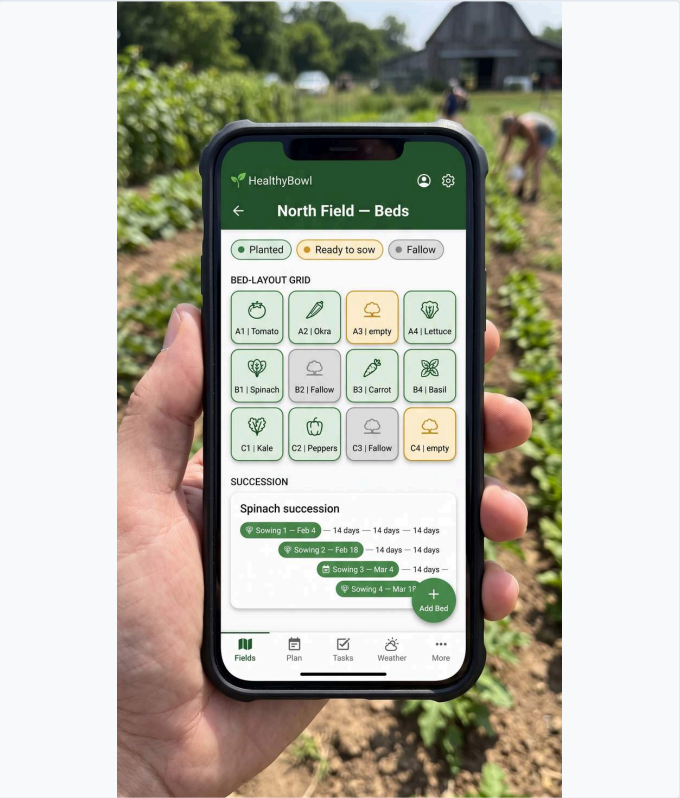
CROP PLANNING DEPTH · 8 SCREENS



009 Overview



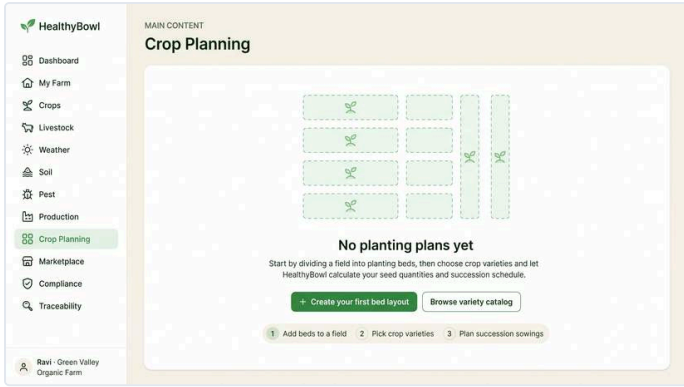
010 Detail



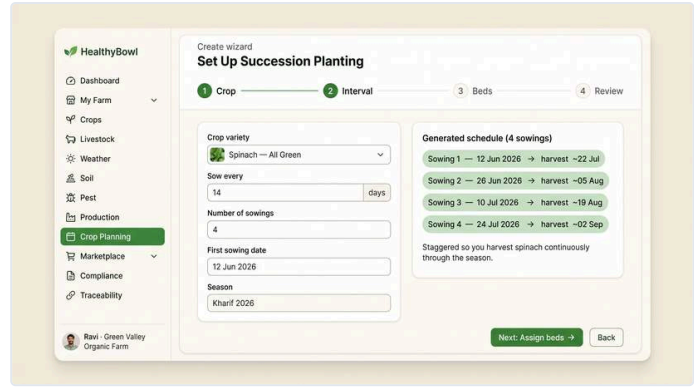
011 Mobile Or Analytics

Variety	Category	Plant spacing	Row spacing	Days to maturity	Seeds/gram	Organic
Tomato — Arka Rakshak	Vegetable	45 cm	60 cm	65 days	300	✓
Okra — Pusa Sawani	Vegetable	30 cm	45 cm	55 days	18	✓
Spinach — All Green	Leafy Green	10 cm	20 cm	40 days	90	✓
Radish — Japanese White	Root	8 cm	20 cm	35 days	100	✓
Brinjal — Pusa Purple Long	Vegetable	60 cm	75 cm	80 days	250	✓
Chilli — Kashi Anmol	Vegetable	45 cm	60 cm	70 days	150	✓
Cabbage — Golden Acre	Vegetable	45 cm	60 cm	90 days	300	✓
Coriander — Surabhi	Leafy Green	15 cm	20 cm	45 days	85	✓
Carrot — Pusa Kesar	Root	6 cm	30 cm	75 days	700	✓

012 Variety Catalog List



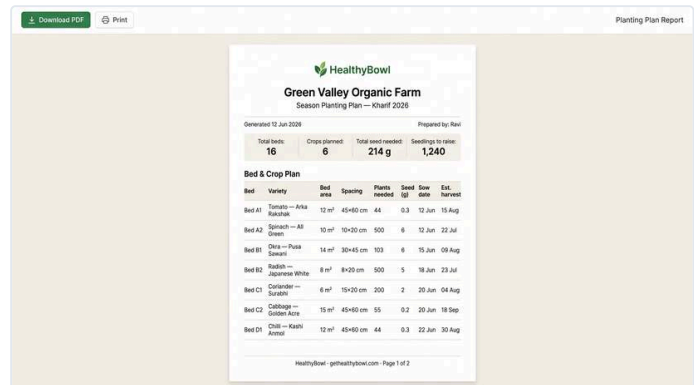
013 Empty State



014 Succession Wizard



015 Planting Calendar

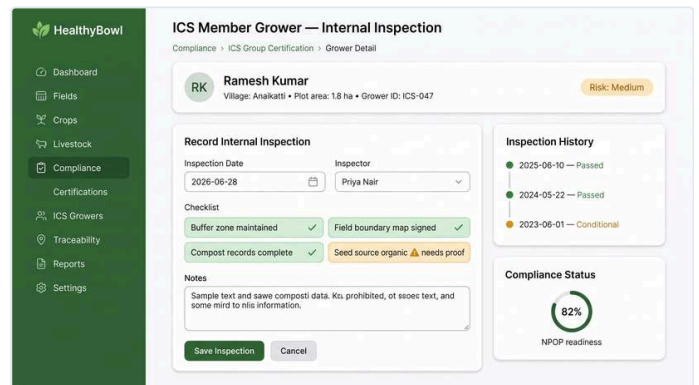


016 Plan Report

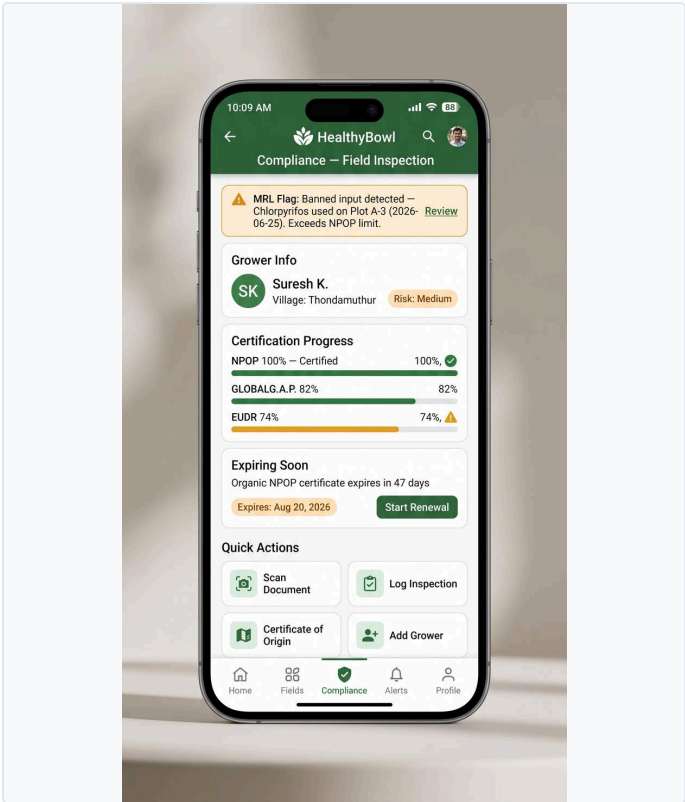
COMPLIANCE CERTIFICATION ICS · 8 SCREENS



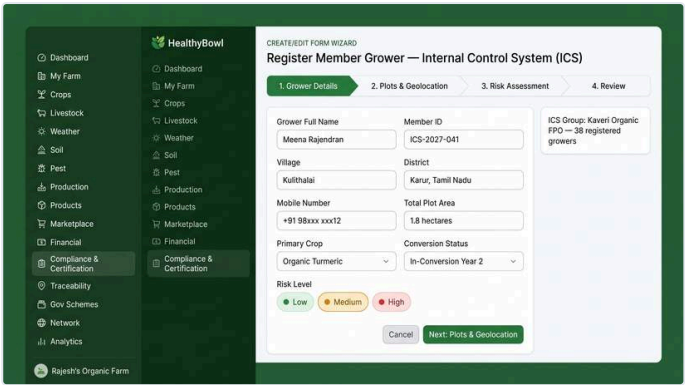
017 Overview



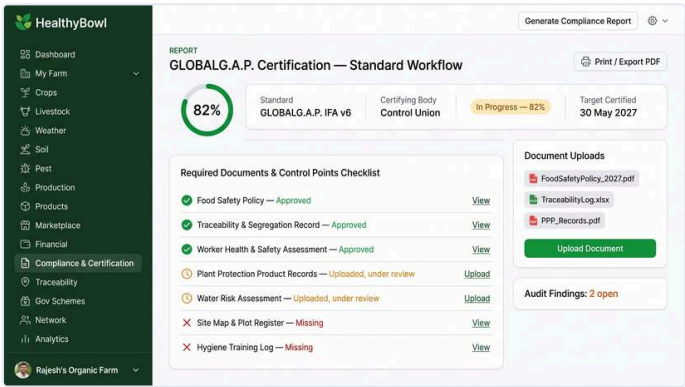
018 Detail



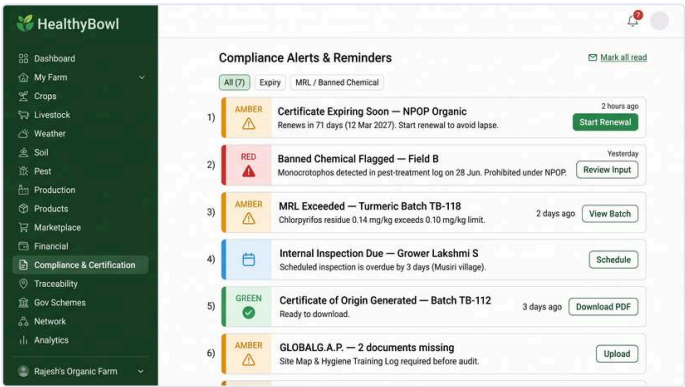
019 Mobile Or Analytics



020 ICS Grower Wizard



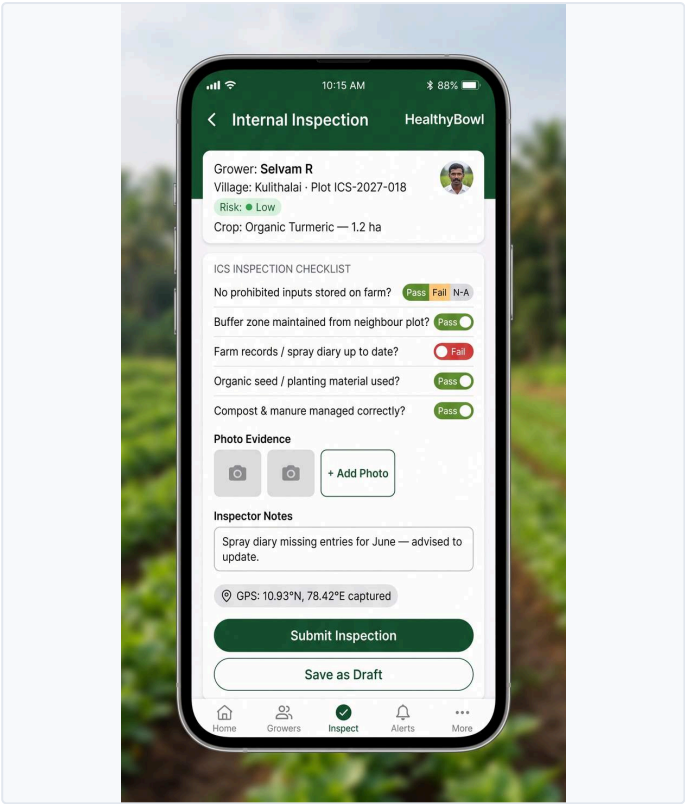
021 Cert Detail Report



022 Expiry Alerts

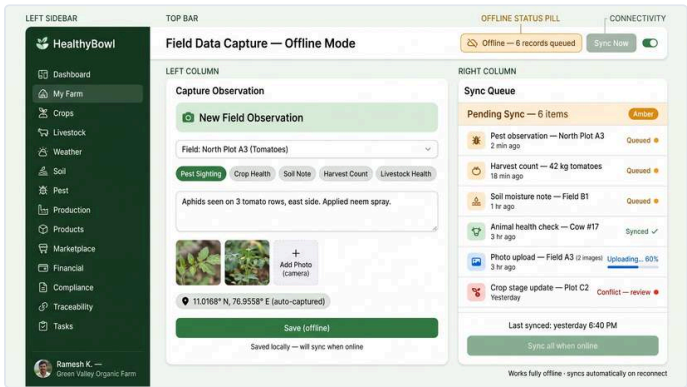


023 Inspection Calendar

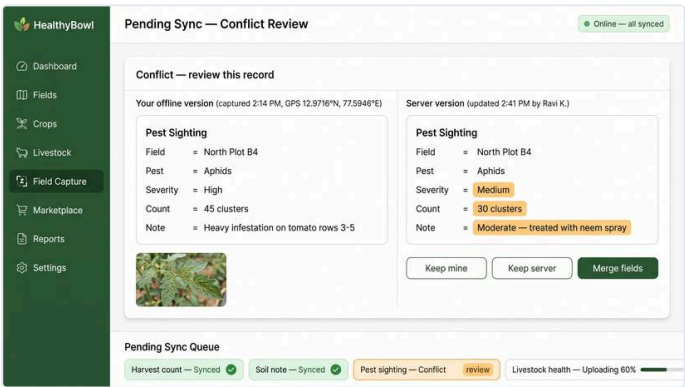


024 Mobile Inspection

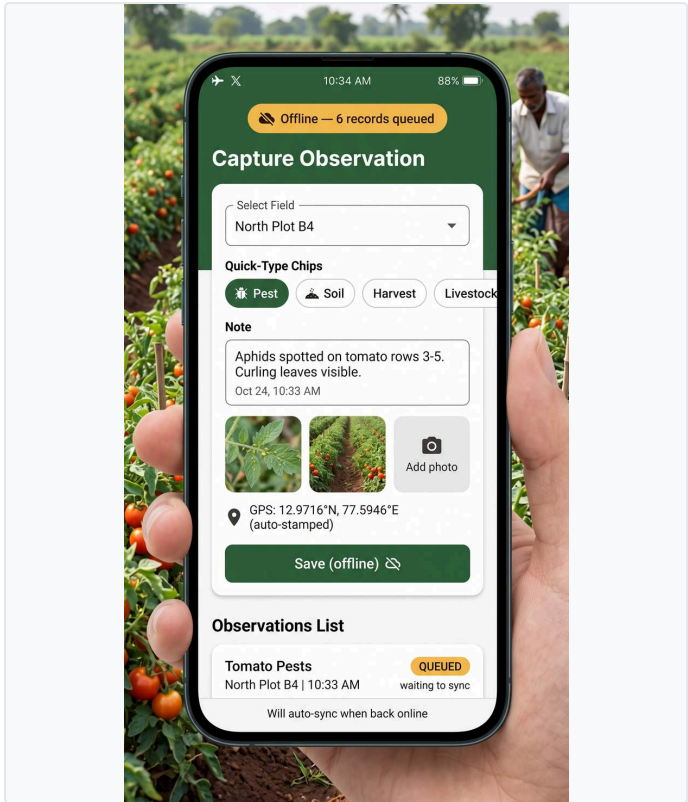
OFFLINE DATA CAPTURE SYNC • 9 SCREENS



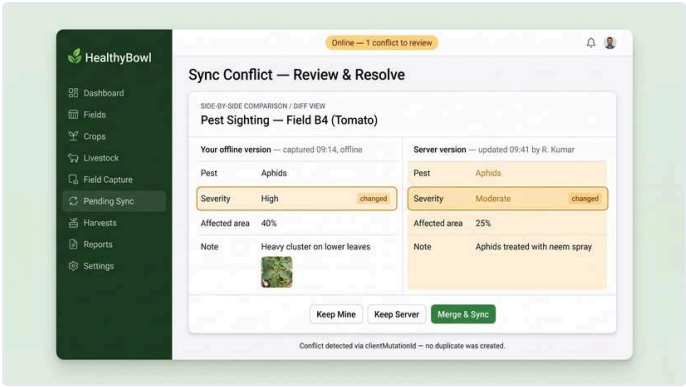
025 Overview



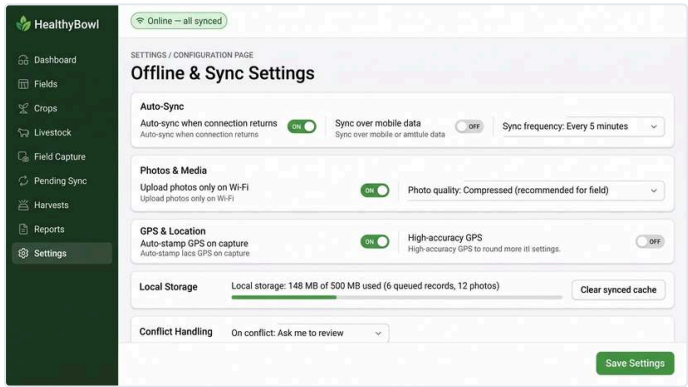
026 Detail



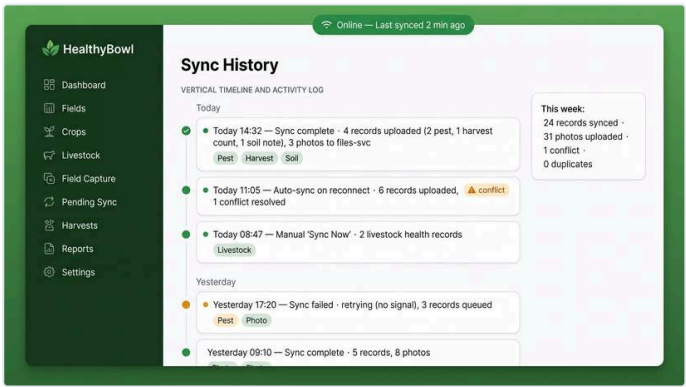
027 Mobile Or Analytics



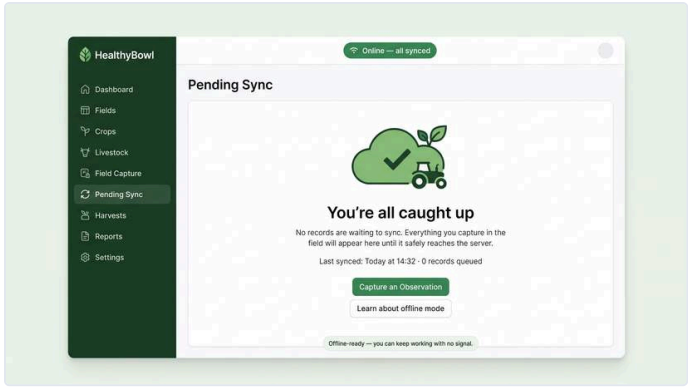
028 Conflict Review



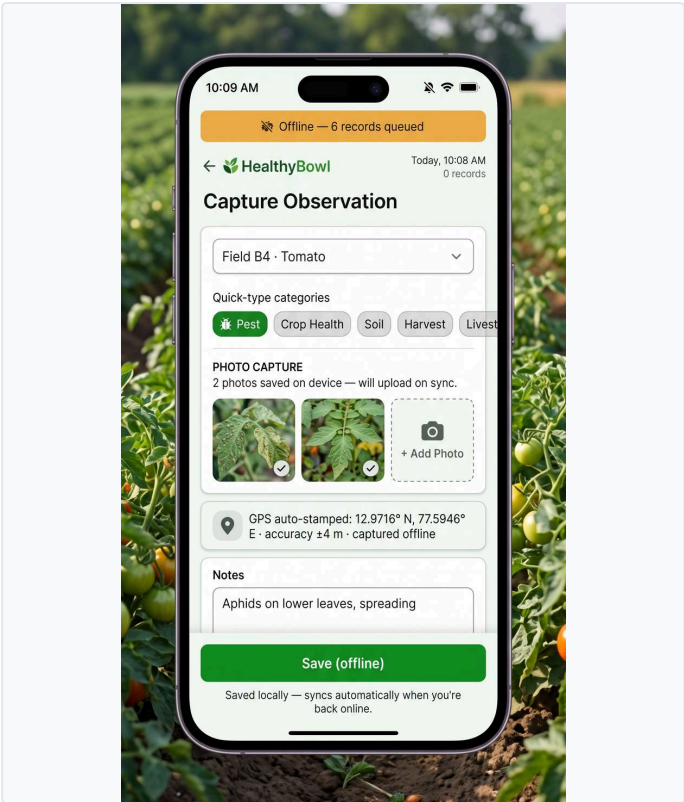
029 Sync Settings



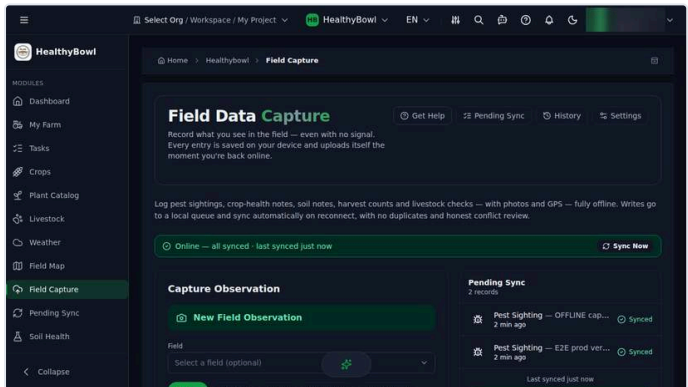
030 Sync History Timeline



031 Empty State

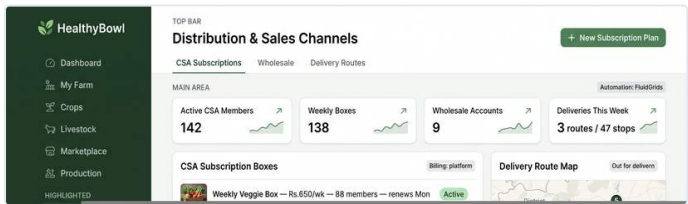


032 Mobile Photo Gps

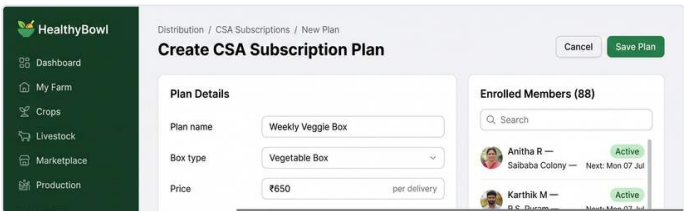


033 Prod Verification

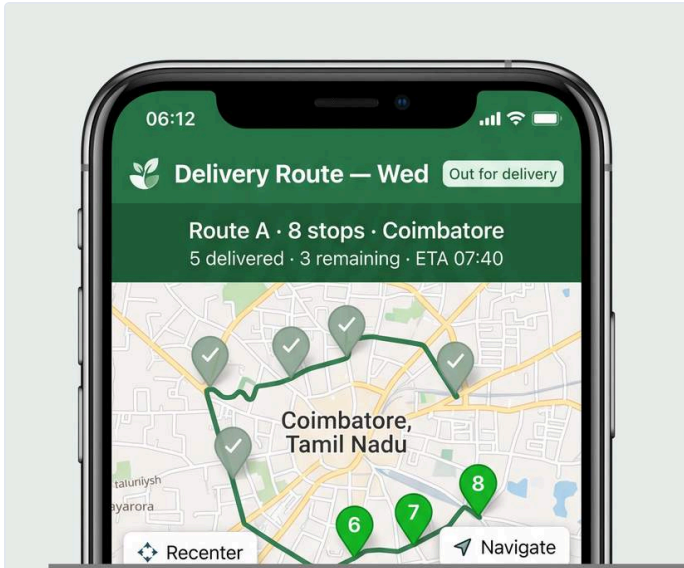
DISTRIBUTION SUBSCRIPTION WHOLESALE · 8 SCREENS



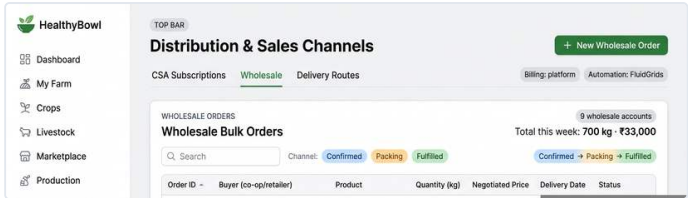
034 Overview



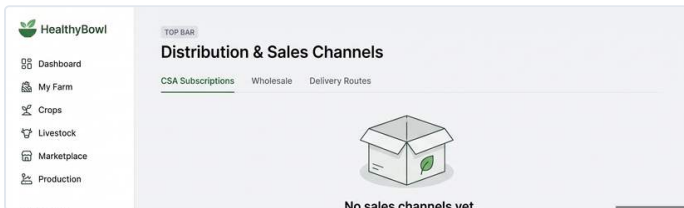
035 Detail



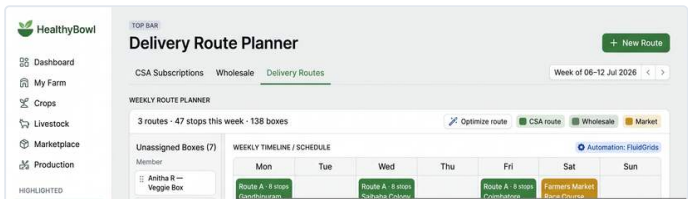
036 Mobile Or Analytics



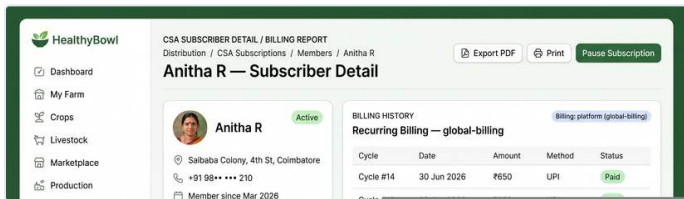
037 Wholesale Orders Table



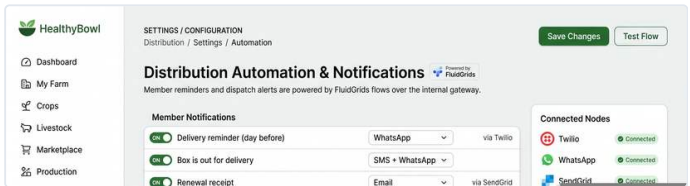
038 Empty State



039 Route Planner Timeline

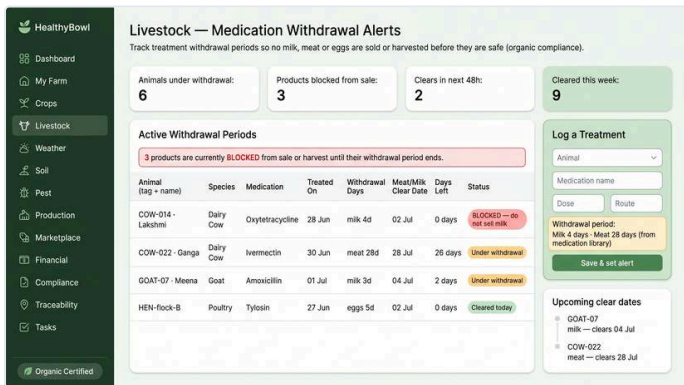


040 Subscriber Billing Report

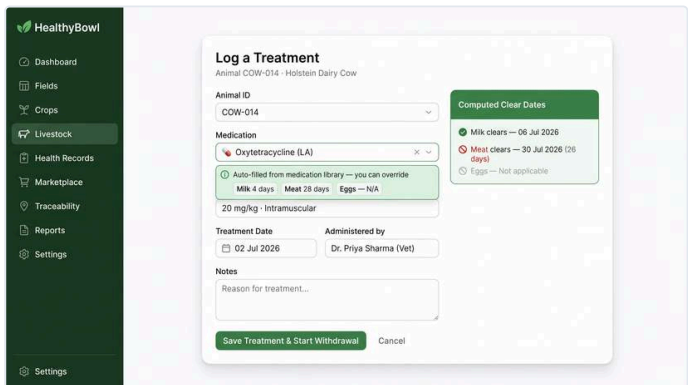


041 Automation Settings

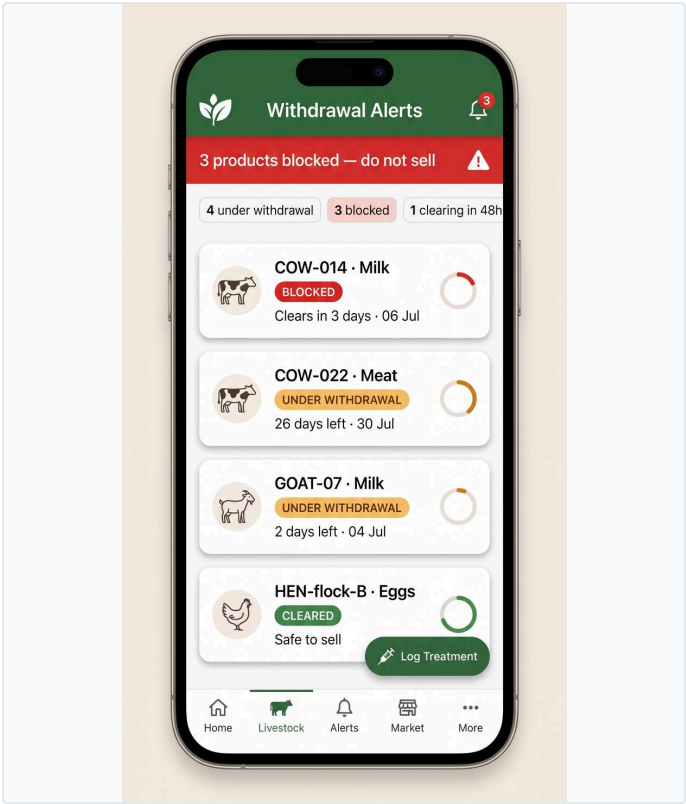
LIVESTOCK WITHDRAWAL ALERTS · 8 SCREENS



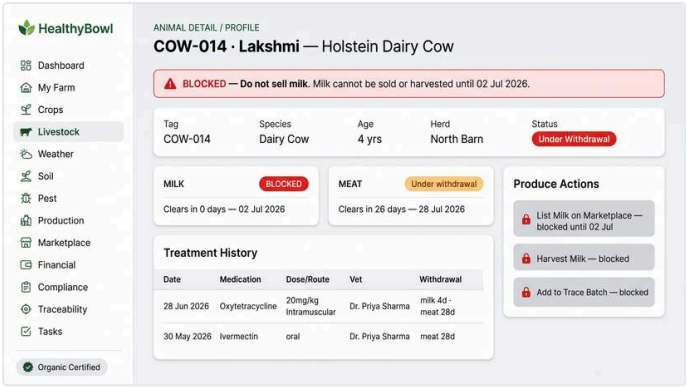
042 Overview



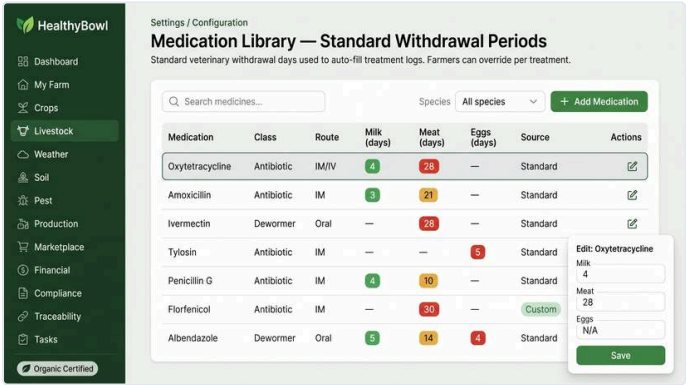
043 Detail



044 Mobile Or Analytics



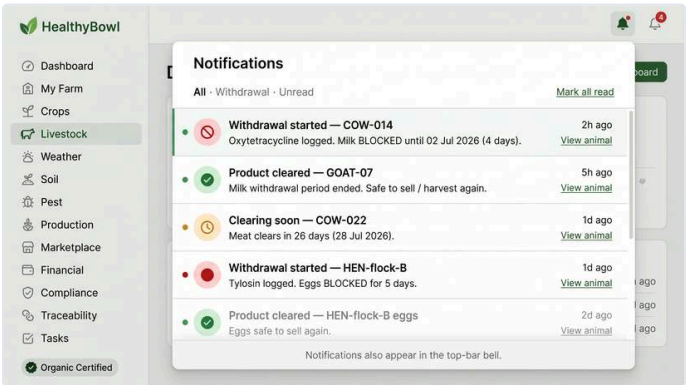
045 Blocked Animal Detail



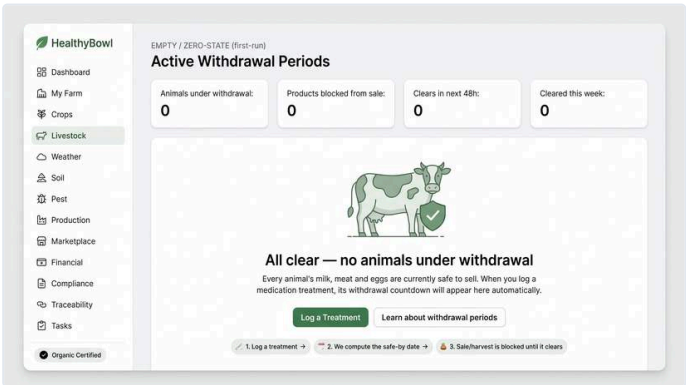
046 Medication Library



047 Clear Dates Calendar



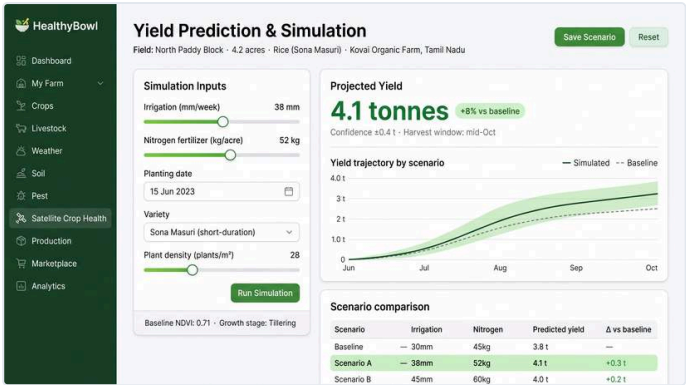
048 Notification Panel



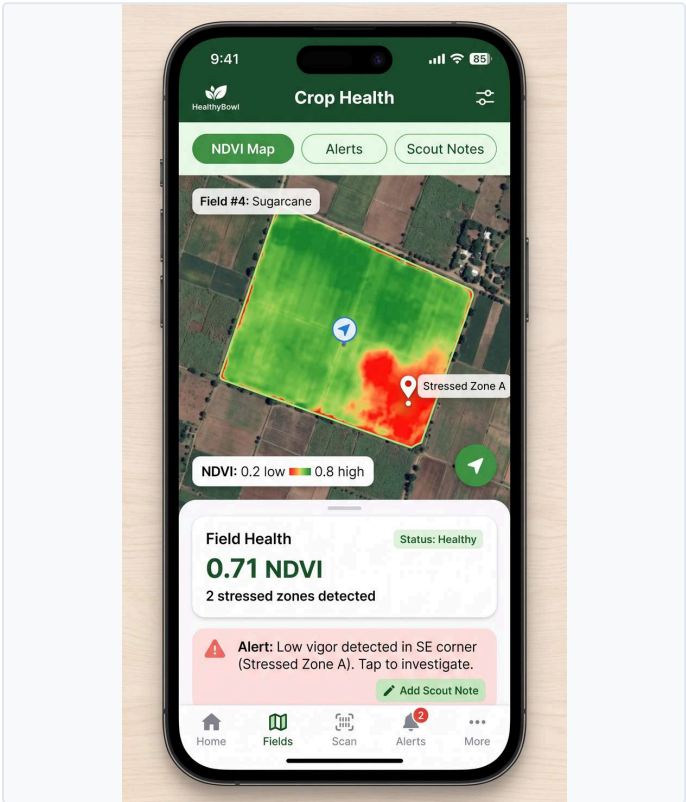
049 Empty State



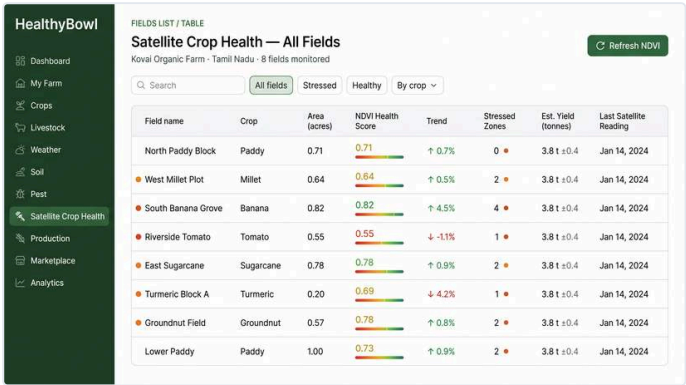
050 Overview



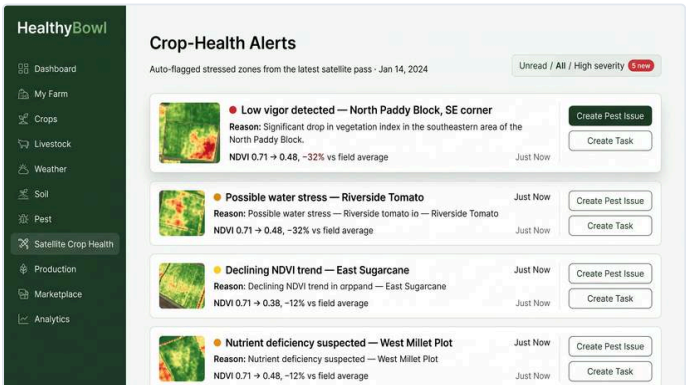
051 Detail



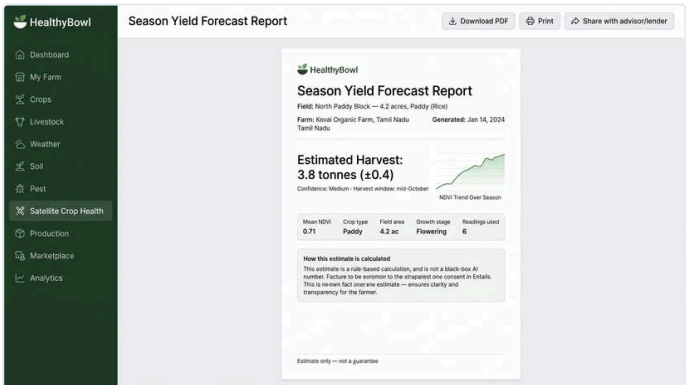
052 Mobile Or Analytics



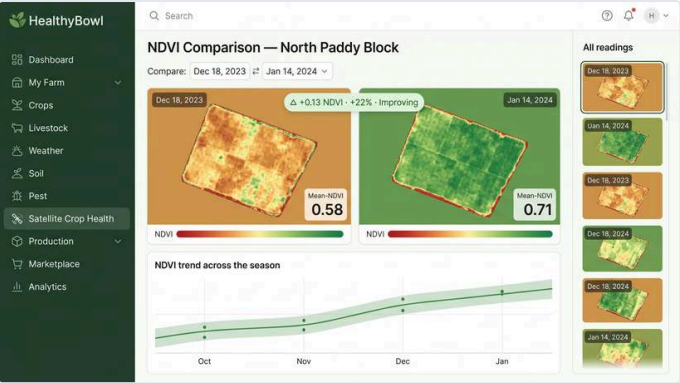
053 Fields List Table



054 Stressed Zone Alerts



055 Yield Forecast Report



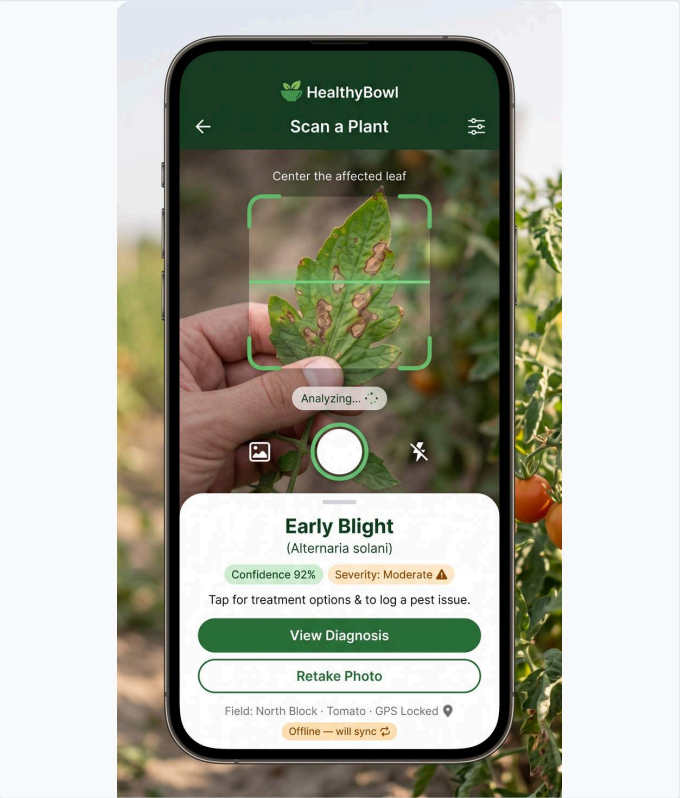
056 NDVI Timeline Comparison

057 Ingestion Settings

AI CV PEST DISEASE DETECTION · 8 SCREENS

058 Overview

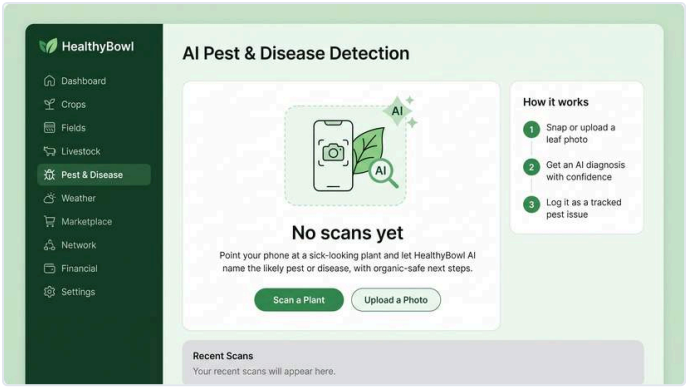
059 Detail



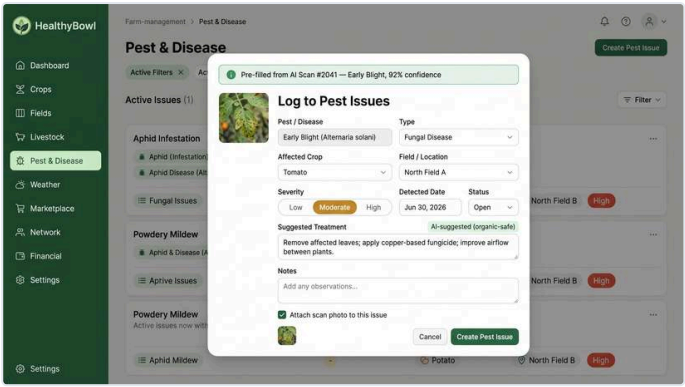
060 Mobile Or Analytics

Thumbnail	Date	Crop / Field	AI Diagnosis	Confidence	Severity	Status	Actions
	Jun 30 2026	Tomato / North Field A	Early Blight (Alternaria solani)	92%	Moderate	Logged	View Log to Issue
	Jun 29 2026	Tomato / Greenhouse 2	Late Blight (Phytophthora infestans)	87%	High	Logged	View Log to Issue
	Jun 28 2026	Cucumber / Field C	Powdery Mildew	81%	Low	Dismissed	View Log to Issue
	Jun 27 2026	Pepper / North Field A	Aphid Infestation	78%	Moderate	Logged	View Log to Issue
	Jun 26 2026	Tomato / Field B	Septoria Leaf Spot	84%	Moderate	Monitoring	View Log to Issue
	Jun 25 2026	Lettuce / Greenhouse 1	Downy Mildew	90%	High	Logged	View Log to Issue
	Jun 24 2026	Spinach / Field D	Healthy — no issue detected	96%	None	Closed	View Log to Issue
	Jun 23 2026	Bean / Field C	Rust (Uromyces)	73%	Low	Dismissed	View Log to Issue
	Jun 22 2026	Tomato / North Field A	Bacterial Spot	69%	Moderate	Monitoring	View Log to Issue

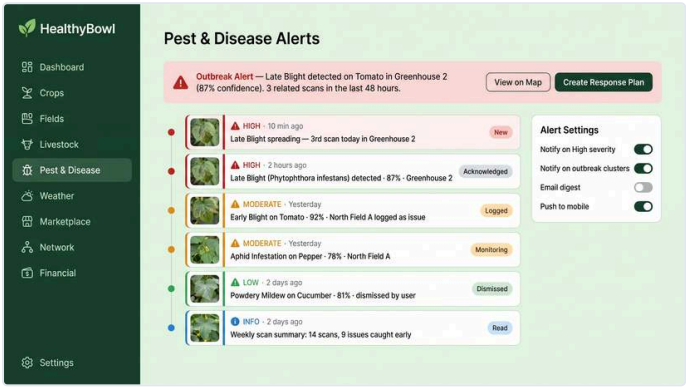
061 Scan History List



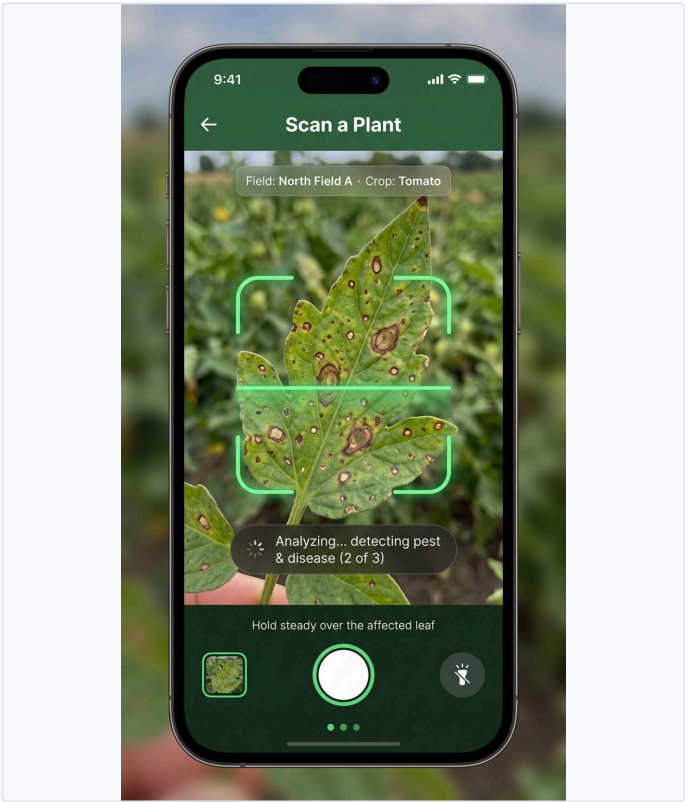
062 Empty State



063 Log To Issue Form

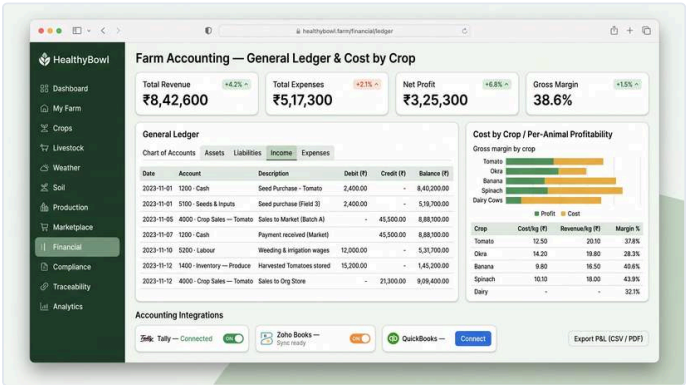


064 Alerts Panel

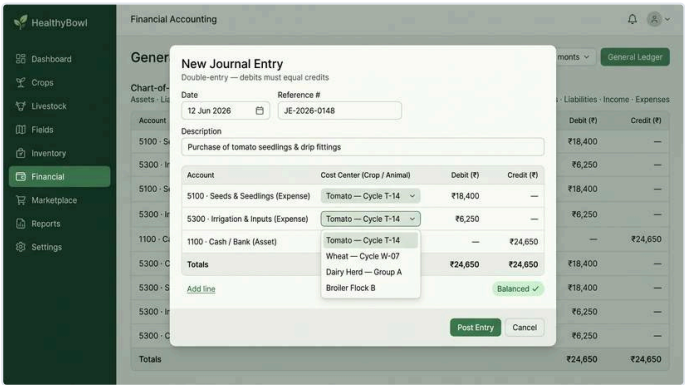


065 Mobile Camera Capture

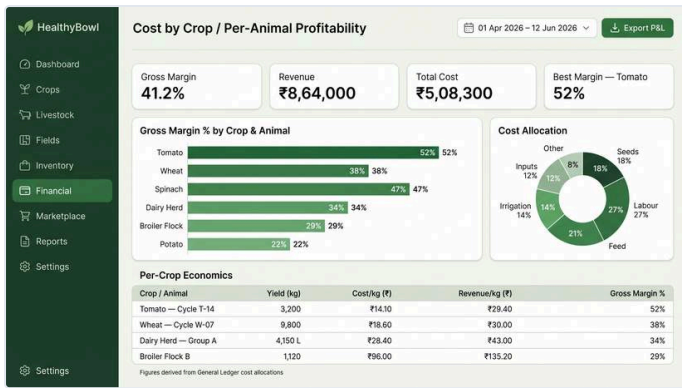
FINANCIAL ACCOUNTING DEPTH • 8 SCREENS



066 Overview



067 Detail



668 Mobile Or Analytics

GENERAL LEDGER

Chart-of-Accounts Filter: All Accounts | Assets | Liabilities | Income | Expenses

Date	Account	Description	Reference	Debit (₹)	Credit (₹)	Running Balance (₹)
12 May 2026	5100 Seeds & Inputs	Tomato seed purchase – Batch T-04	INV-2231	₹18,400	—	₹1,42,800
14 May 2026	4000 Produce Sales	Sale of organic spinach 220kg	ORD-1180	—	₹31,900	₹1,10,700
18 May 2026	5200 Labour	Field labour weeding – Plot A	PAY-0442	₹9,750	—	₹1,20,450
12 May 2026	5100 Seeds & Inputs	Organic fertilizer purchase	ORD-2231	₹18,400	₹21,900	₹1,20,450
14 May 2026	4000 Produce Sales	Organic fertilizer purchase	ORD-1180	₹9,750	₹31,900	₹1,20,450
12 May 2026	5100 Seeds & Inputs	Irrigation supplies	PAY-0442	₹9,750	₹21,900	₹1,20,450
18 May 2026	5200 Labour	Livestock feed costs	PAY-0442	—	₹31,900	₹1,20,450
18 May 2026	5200 Labour	Livestock feed – Braan – Plot A	PAY-0442	₹9,750	—	₹1,20,450
18 May 2026	5200 Labour	Livestock feed – Plot A	PAY-0442	₹9,750	—	₹1,20,450
12 May 2026	5100 Seeds & Inputs	Tomato seed purchase – Batch T-04	PAY-2231	₹8,400	—	₹1,42,800
14 May 2026	5100 Seeds & Inputs	Livestock feed costs	INV-2230	—	₹31,900	₹1,42,800
	Total			₹128,400	₹1,42,800	

669 General Ledger Table

Profit & Loss Statement

Green Valley Organic Farm

For the period 1 Apr 2026 – 30 Jun 2026

Category	Amount (₹)
INCOME	
Produce Sales	₹4,86,200
Livestock & Dairy Sales	₹1,72,500
Marketplace Commission	₹28,400
Total Revenue	₹6,87,100
EXPENSES	
Seeds & Inputs	₹64,300
Labour	₹1,28,900
Feed & Fodder	₹92,800
Irrigation & Utilities	₹41,200
Fertilizer & Compost	₹33,700
Equipment & Maintenance	₹22,600
Total Expenses	₹3,83,500
Net Profit	₹2,33,600
Gross Margin	37.3%

670 Pnl Report Export

New Journal Entry

Date: 20 Jun 2026 | Reference No.: JE-0587 | Memo / Description: Feed purchase for dairy herd – June

Account	Cost Center (Crop/Animal)	Debit (₹)	Credit (₹)
5300 Feed & Fodder	Dairy Herd – Jersey	₹42,000	—
1010 Bank – Farm Current A/c	—	—	₹42,000

Debits: ₹42,000 | Credits: ₹42,000 | Live balance: Balanced

671 Journal Entry Form

Accounting Integrations

Sync your HealthyBowl ledger with external accounting software.

Integration	Status	Action
Tally	Connected	Manage Sync now
Zoho Books	Authenticated	Start Sync
QuickBooks	Not connected	Connect

Sync Settings

Auto-sync journal entries daily: ☒ | Push invoices to accounting system: ☒ | Sync chart of accounts mapping: ☒

Recent Sync Log

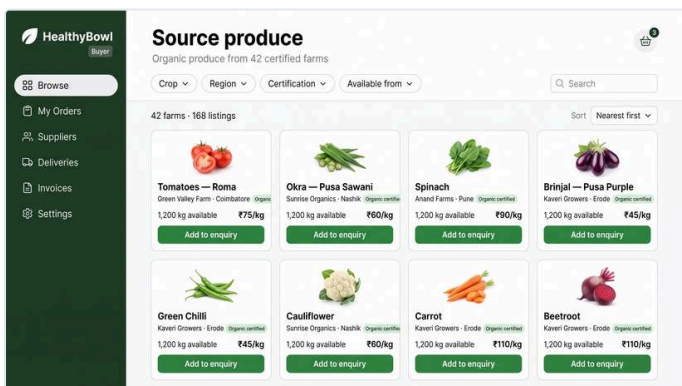
Date	Integration	Entries	Status
30 Jun 2026 09:12	Tally	12 entries	Success
29 Jun 2026 09:11	Tally	9 entries	Success
28 Jun 2026	Zoho Books	0	Skipped

672 Integrations Settings



673 Cost By Crop Comparison

UNIFIED MARKETPLACE BUYER PORTAL • 4 SCREENS



674 Overview

Order ORD-2481

Placed 4 August • 3 farms • ₹1,42,800

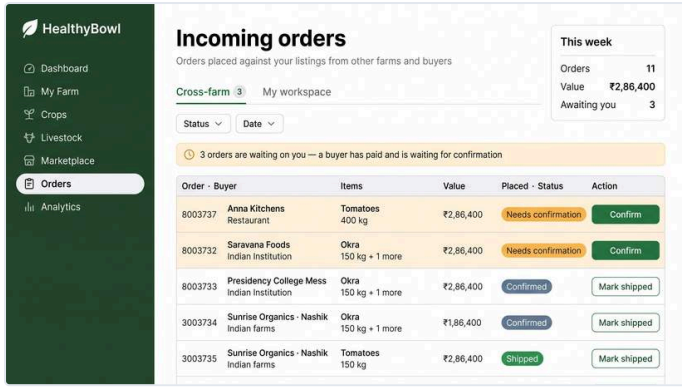
Item	Quantity	Price (₹)	Total (₹)
Green Valley Farm - Coimbatore	10 kg	₹30/kg	₹1,22,800
Sunrise Organics - Nashik	10 kg	₹30/kg	₹1,76,000
Kaveri Growers - Erode	10 kg	₹37/kg	₹1,16,000
Fresh Frontier	3 kg	₹16/kg	₹20,000

Deliver to: Restaurant Rarisa Rame, 27 Bengali Road, Bidisari, Bengaluru, 525030

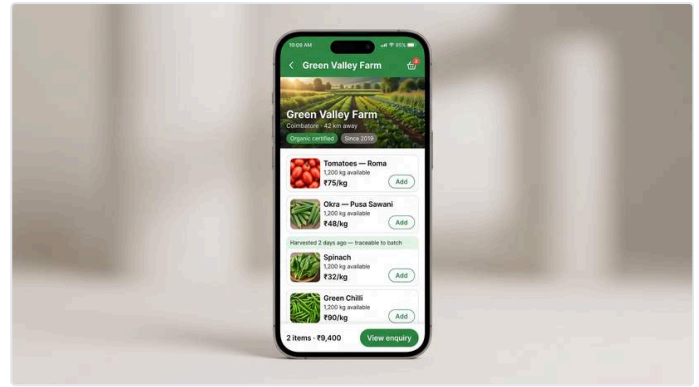
Timeline:

- Placed: 4 Aug 2023 - 7:00 pm
- Paid: 4 Aug 2023 - 7:00 pm
- Packed: 4 Aug 2023 - 11:00 pm
- Out for delivery: 3 Aug 2023 - 1:00 pm

675 Order Detail

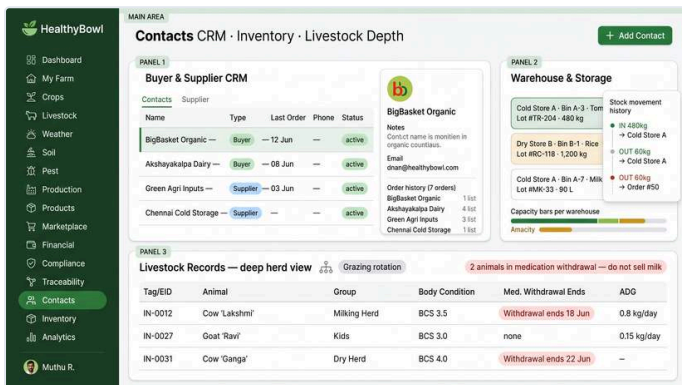


076 Farmer Incoming Orders

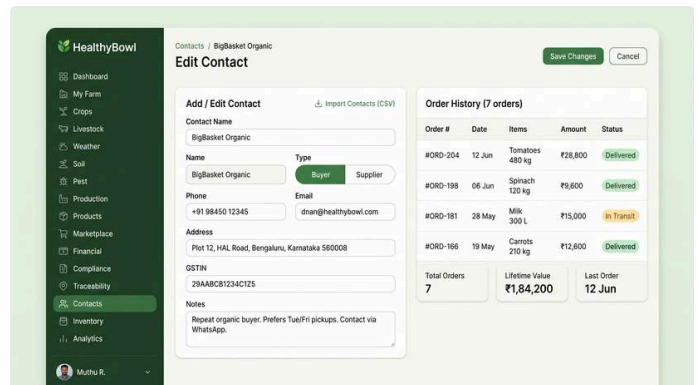


077 Mobile Farm Storefront

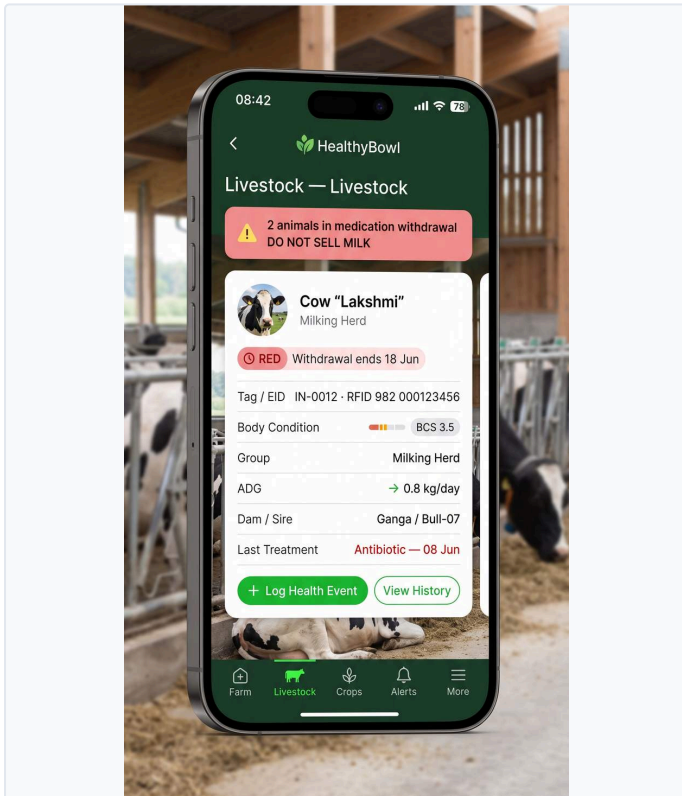
CRM STORAGE LIVESTOCK DEPTH · 8 SCREENS



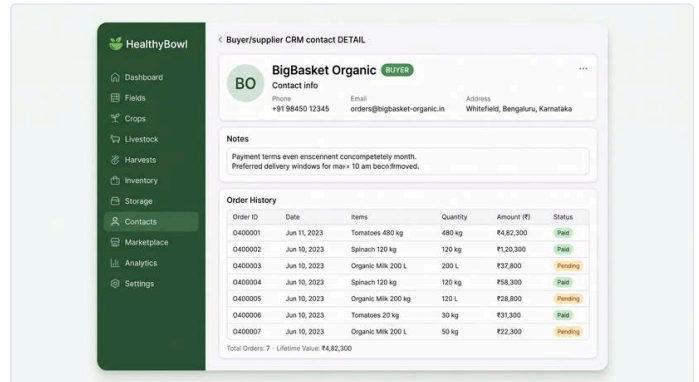
078 Overview



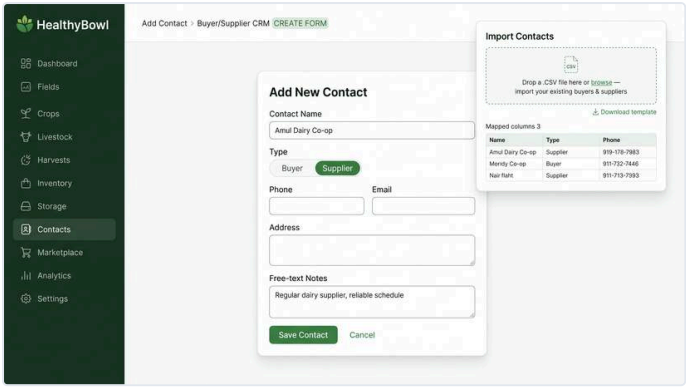
079 Detail



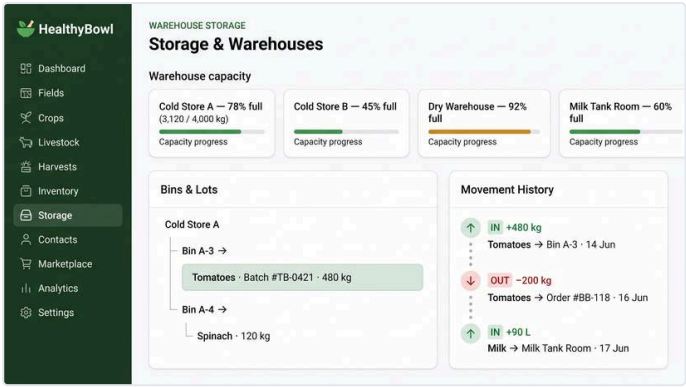
080 Mobile Or Analytics



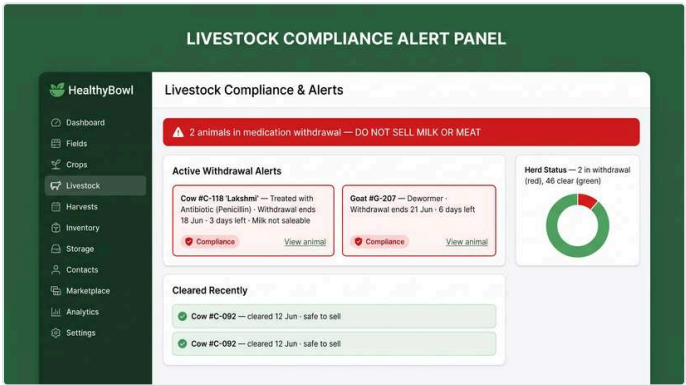
081 Contact Detail CRM



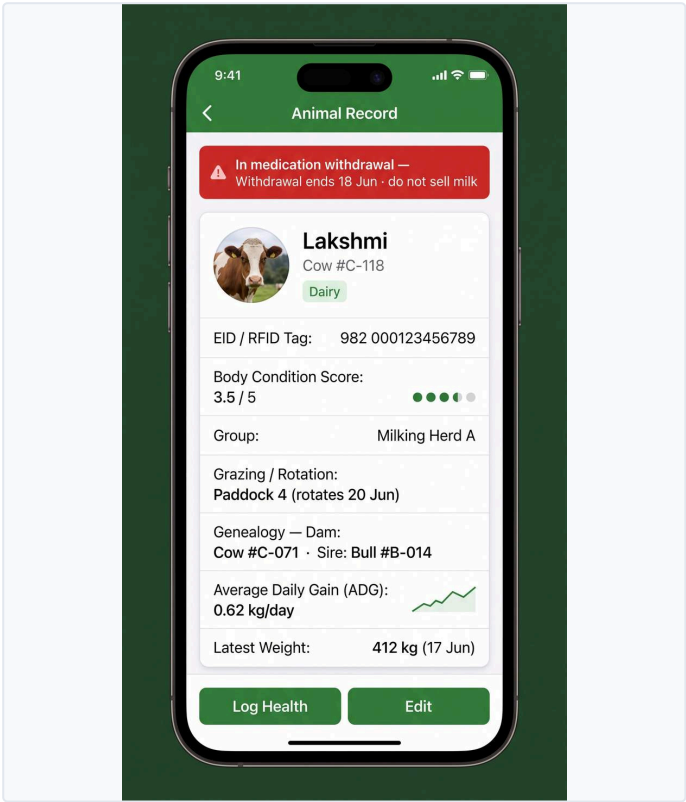
882 Add Contact Form



883 Warehouse Storage

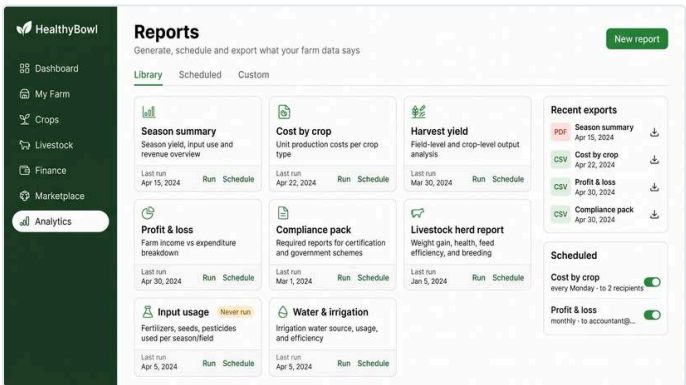


884 Withdrawal Alerts

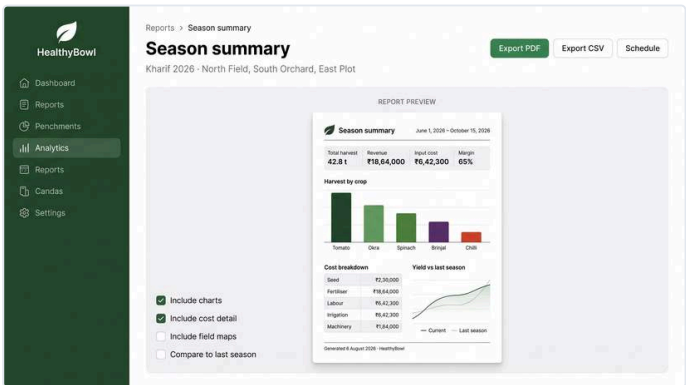


885 Animal Detail Mobile

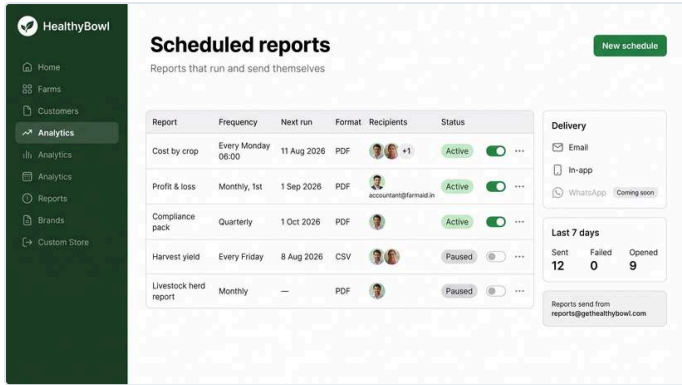
CUSTOM DASHBOARDS PUBLIC API · 4 SCREENS



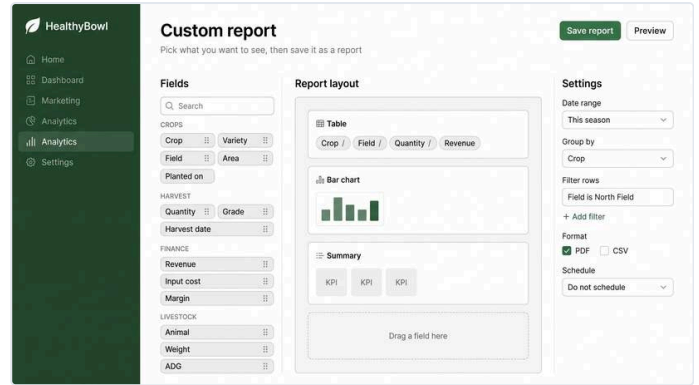
886 Overview



887 Report Preview

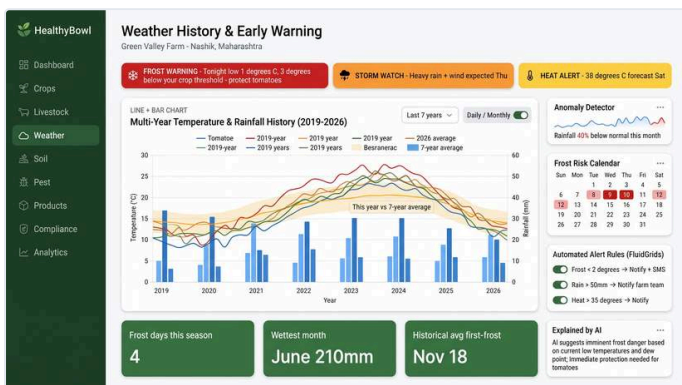


088 Scheduled Reports

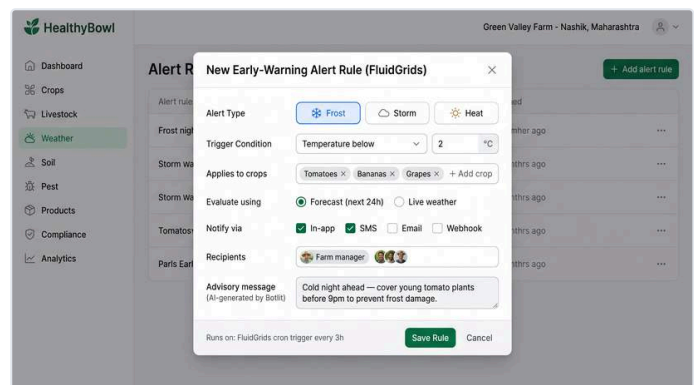


089 Custom Builder

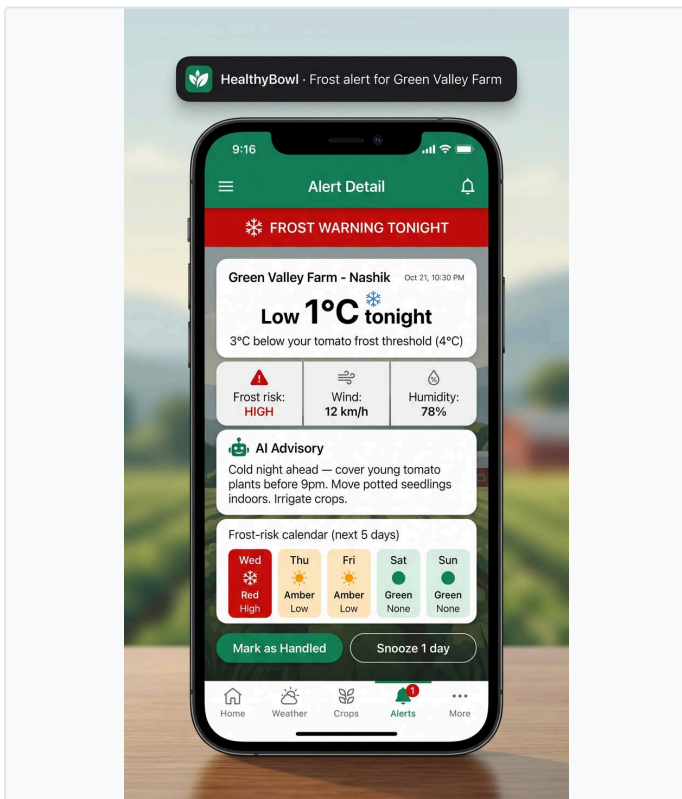
HISTORICAL WEATHER EARLY WARNING • 8 SCREENS



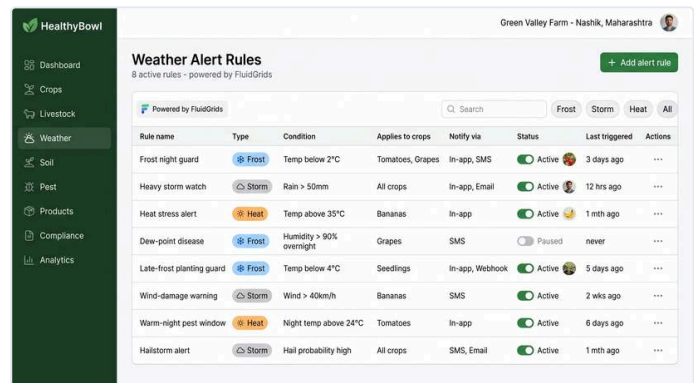
090 Overview



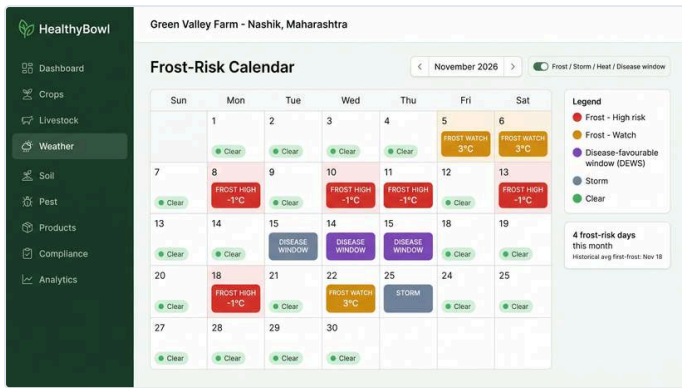
091 Detail



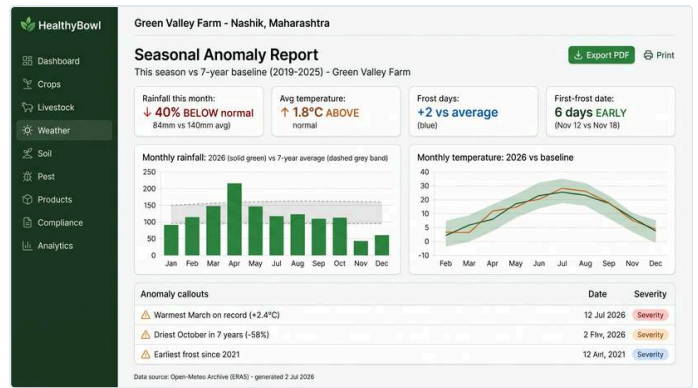
092 Mobile Or Analytics



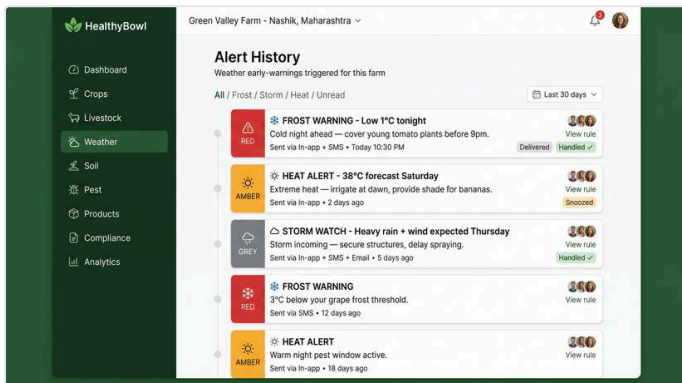
093 Alert Rules List



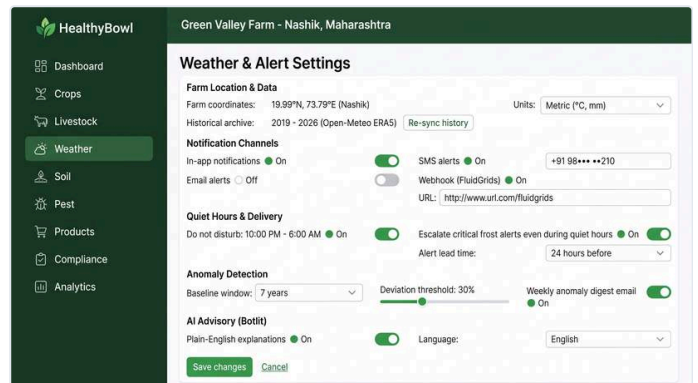
094 Frost Risk Calendar



095 Anomaly Report

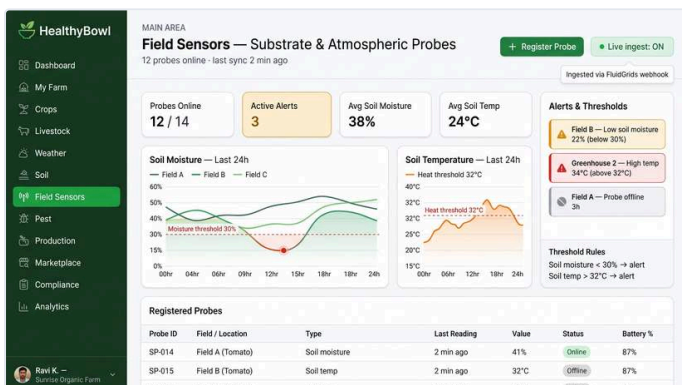


096 Alert History Feed

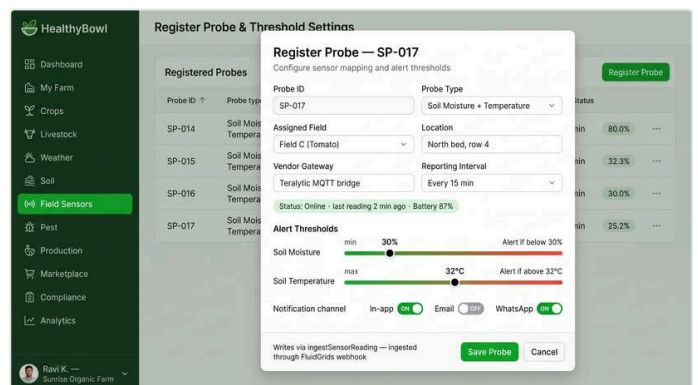


097 Alert Settings

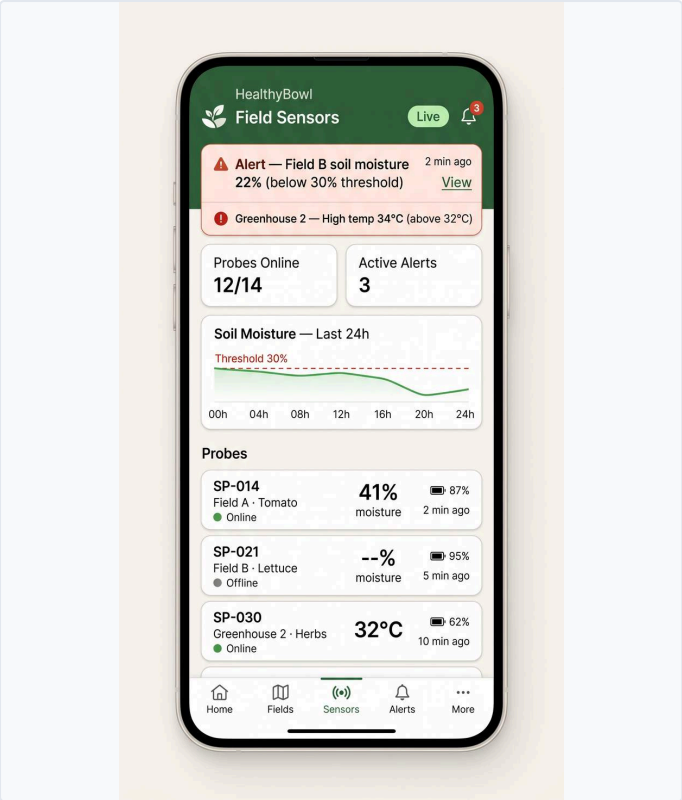
IOT SENSOR INGESTION · 8 SCREENS



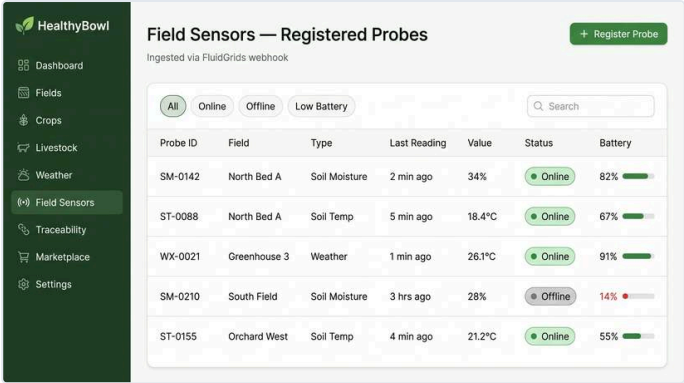
098 Overview



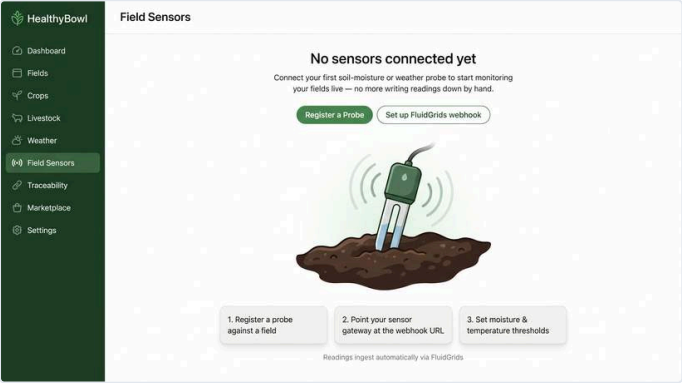
099 Detail



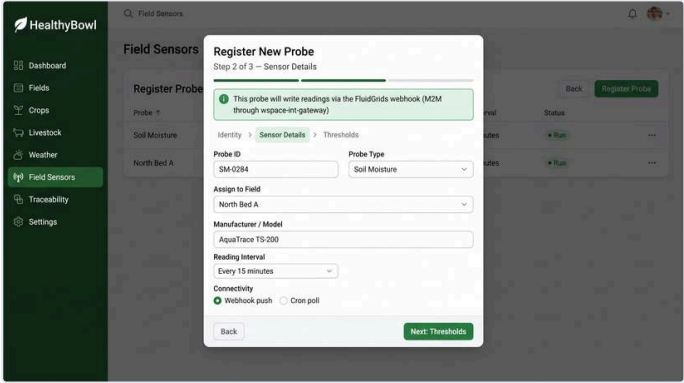
100 Mobile Or Analytics



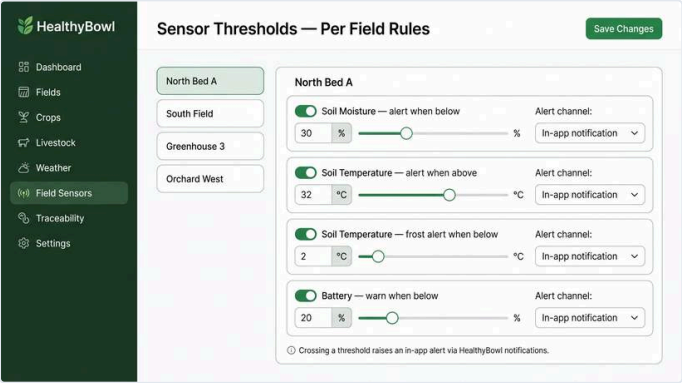
101 Probes Table



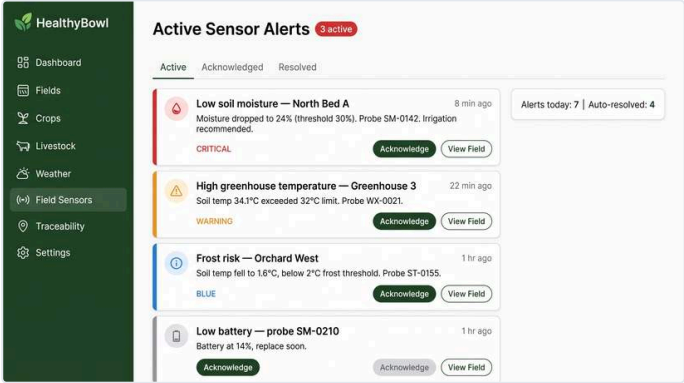
102 Empty State



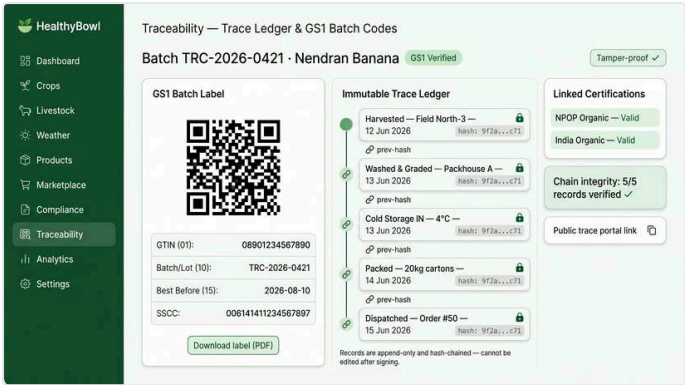
103 Register Probe Wizard



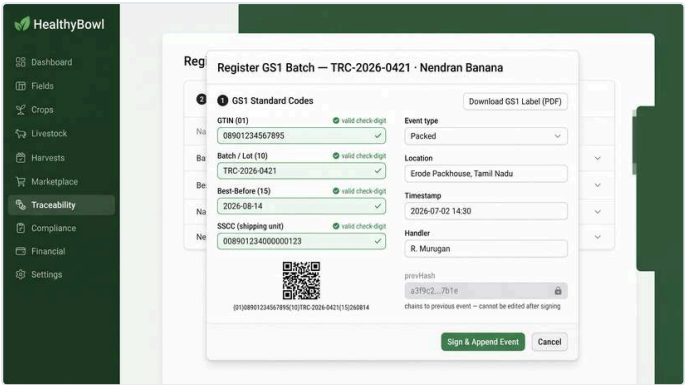
104 Threshold Settings



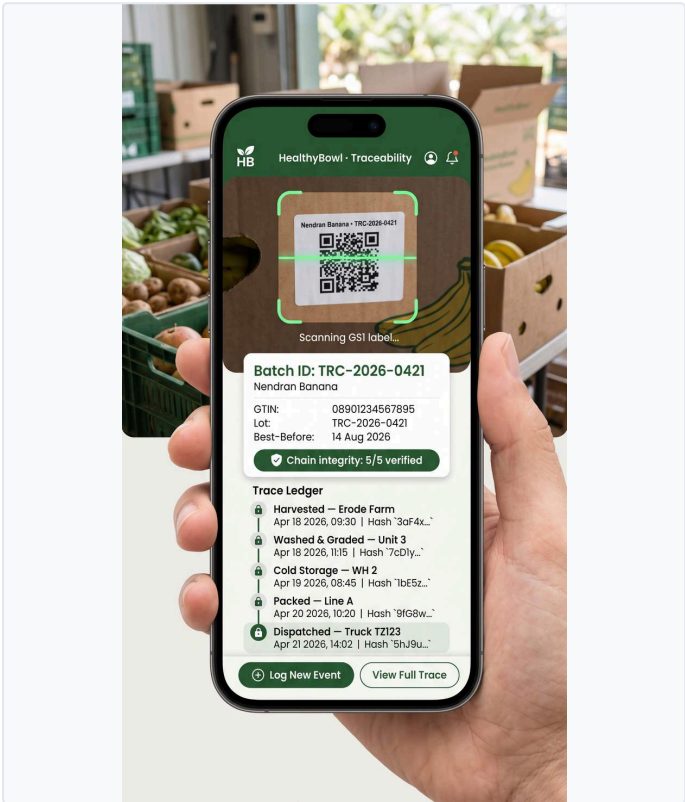
105 Alerts Panel



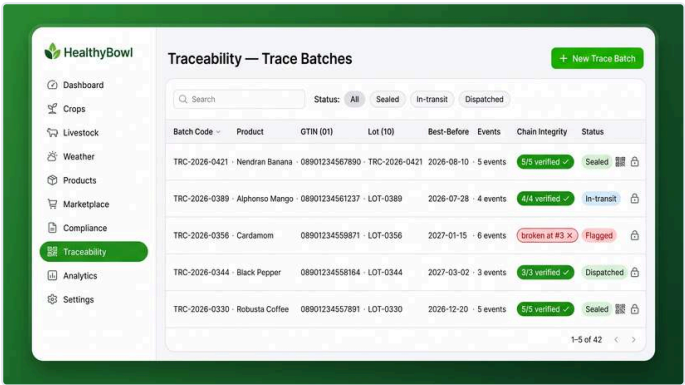
106 Overview



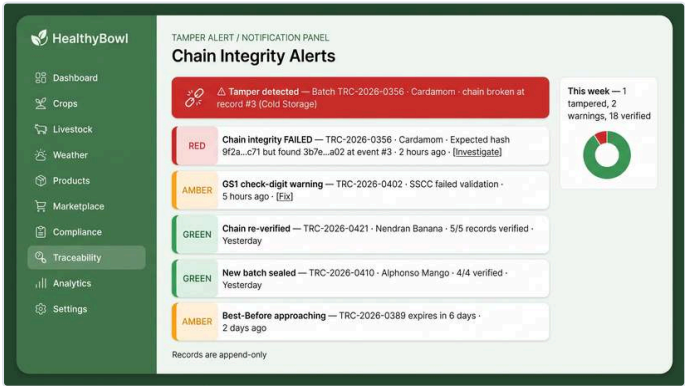
107 Detail



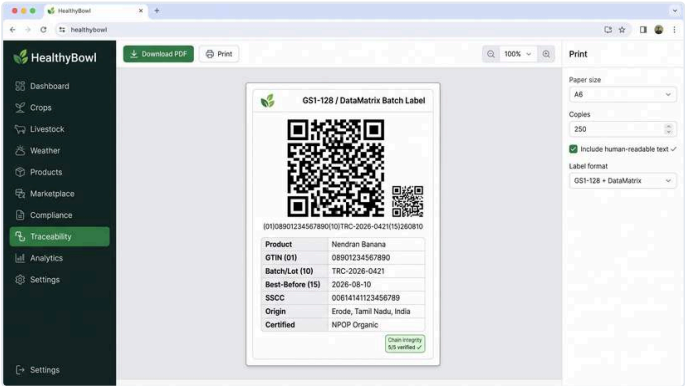
108 Mobile Or Analytics



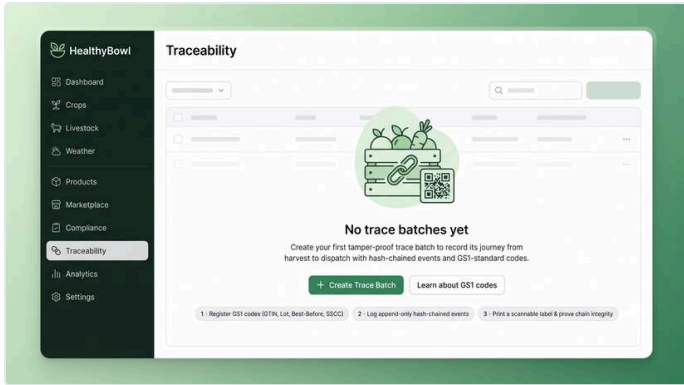
109 Batch List



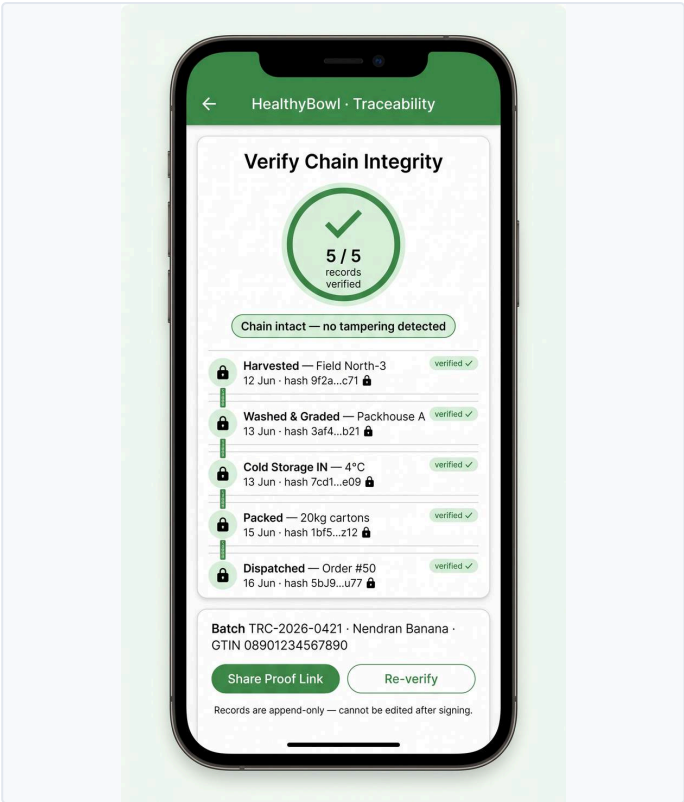
110 Tamper Alerts



111 Label PDF Export



112 Empty State

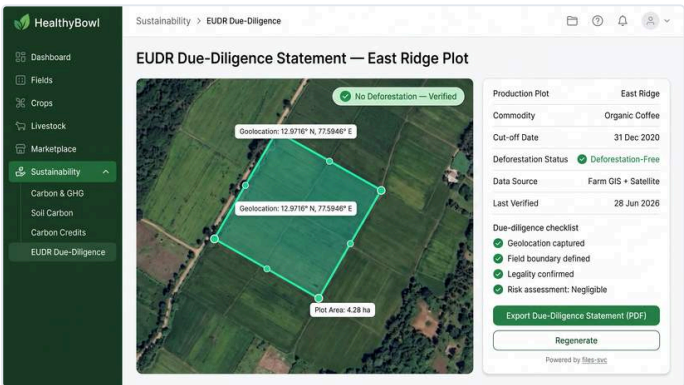


113 Mobile Verify

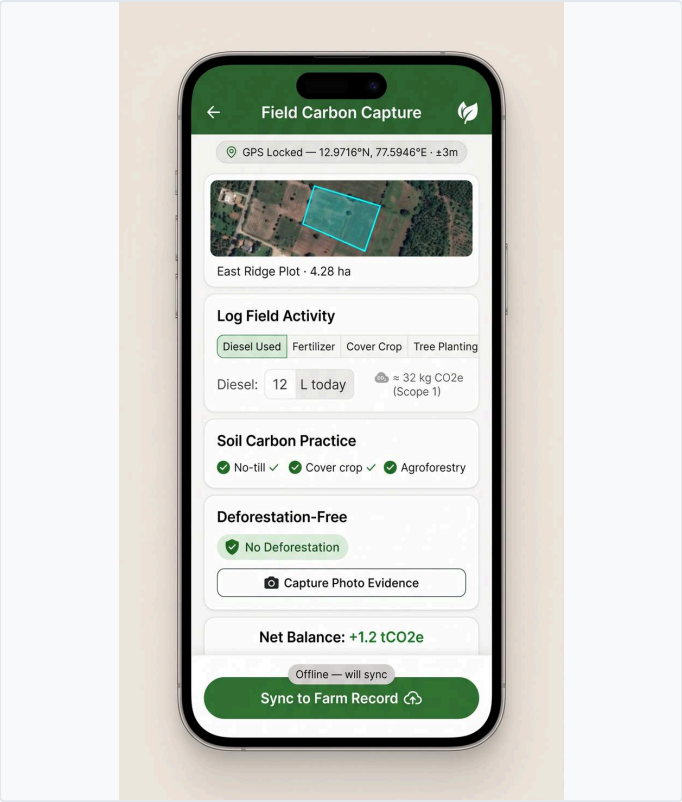
CARBON GHG MRV CREDITS • 8 SCREENS



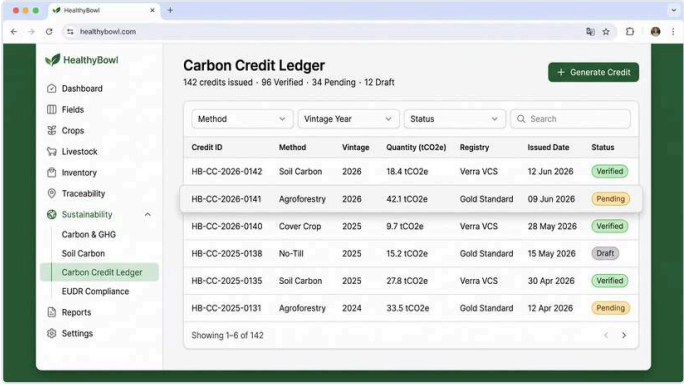
114 Overview



115 Detail



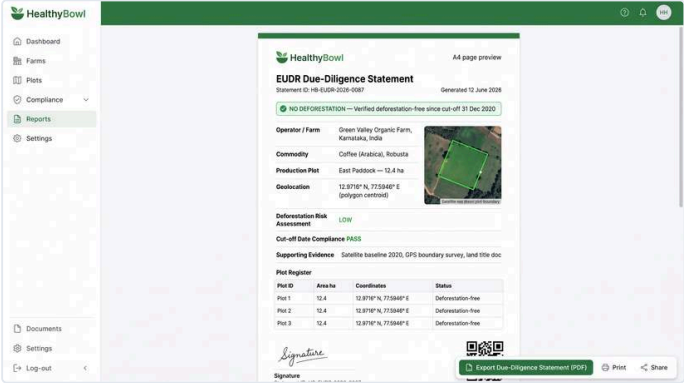
116 Mobile Or Analytics



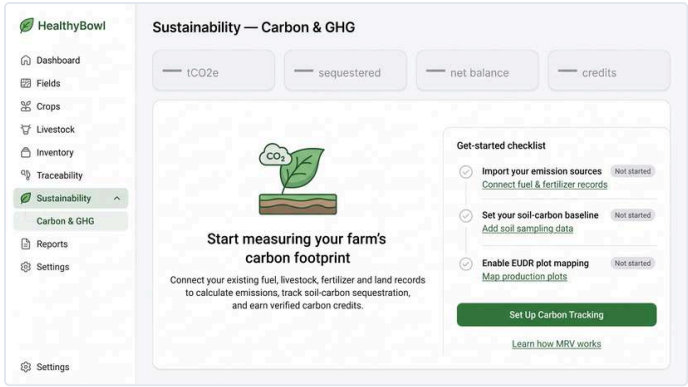
117 Credit Ledger Table



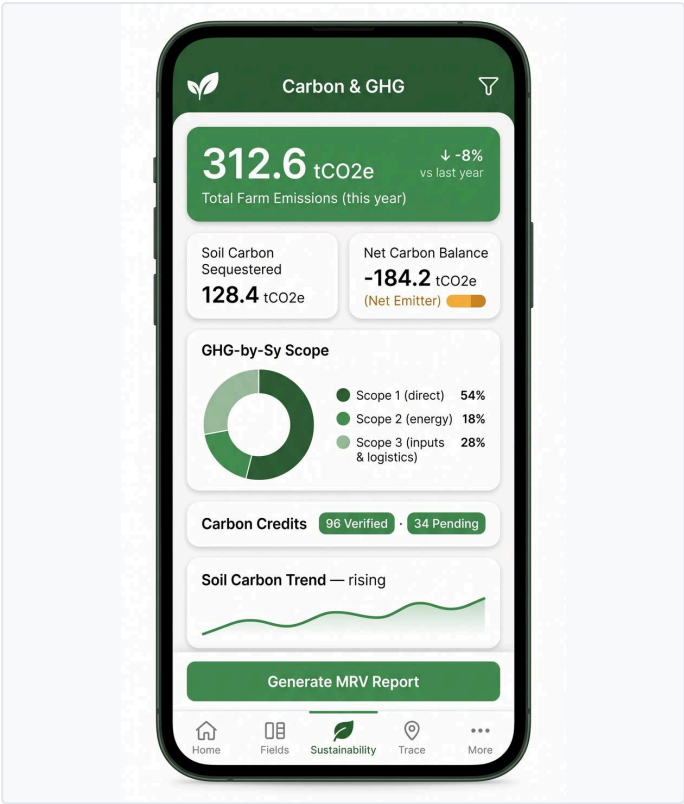
118 Generate Credit Wizard



119 Eudr Statement Export

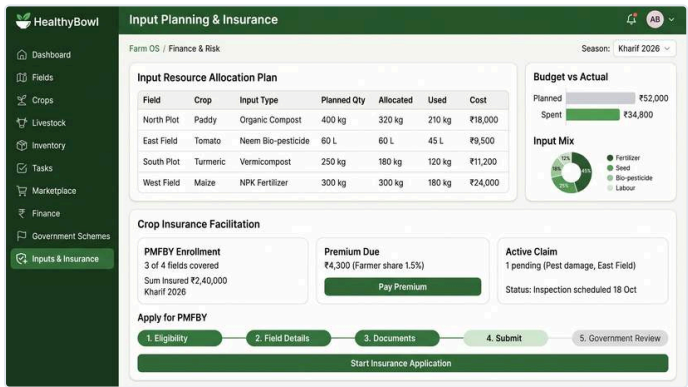


120 Empty State Onboarding

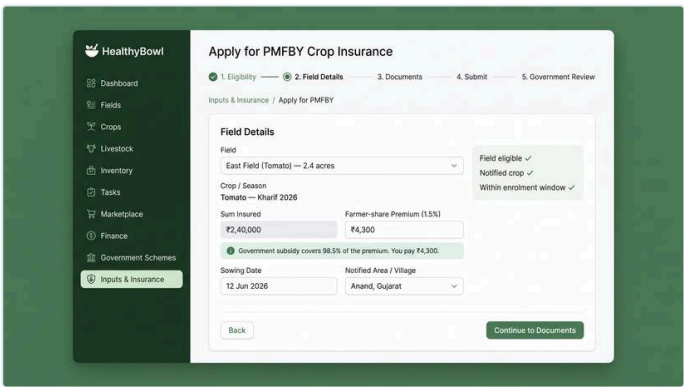


121 Mobile Carbon Summary

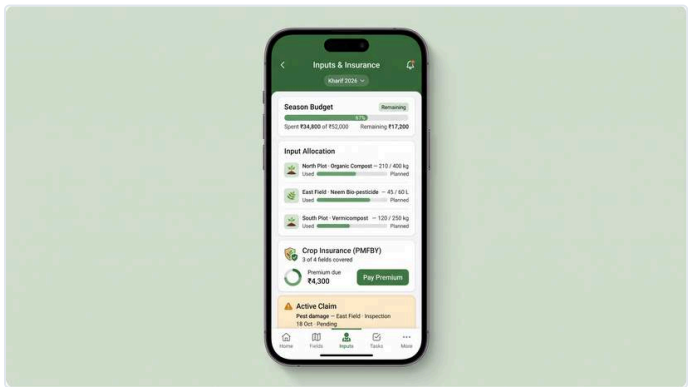
RESOURCE ALLOCATION INSURANCE · 8 SCREENS



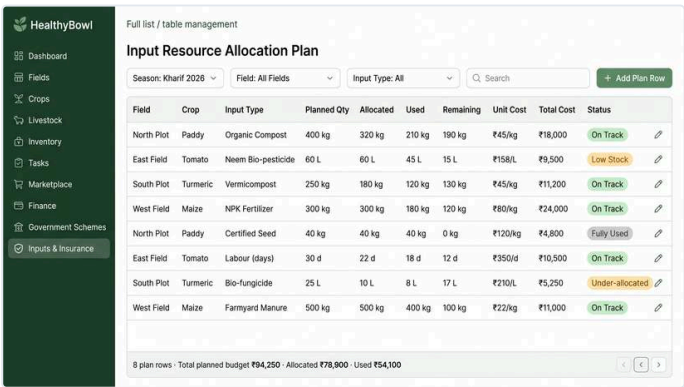
122 Overview



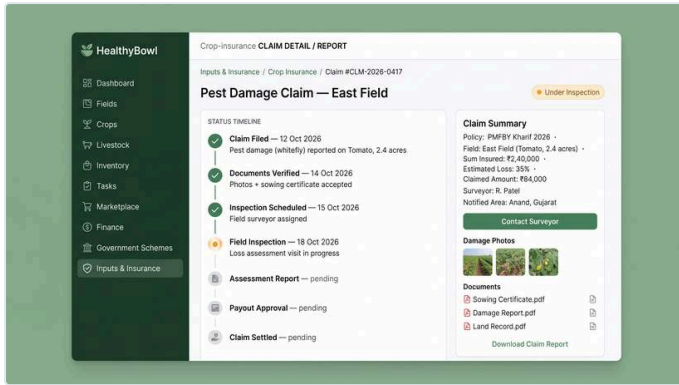
123 Detail



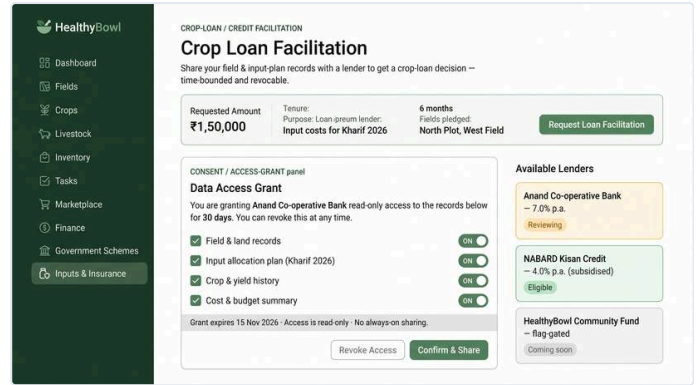
124 Mobile Or Analytics



125 Plan List Table



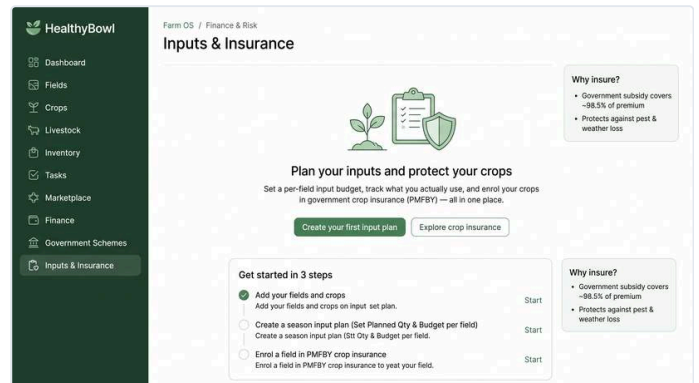
126 Claim Detail Timeline



127 Loan Facilitation



128 Budget Analytics

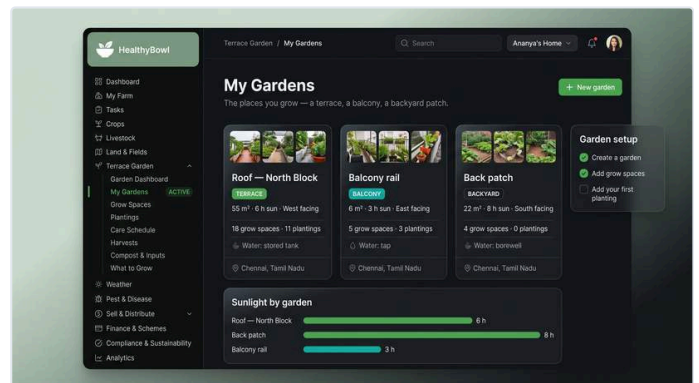


129 Schemes Empty Onboarding

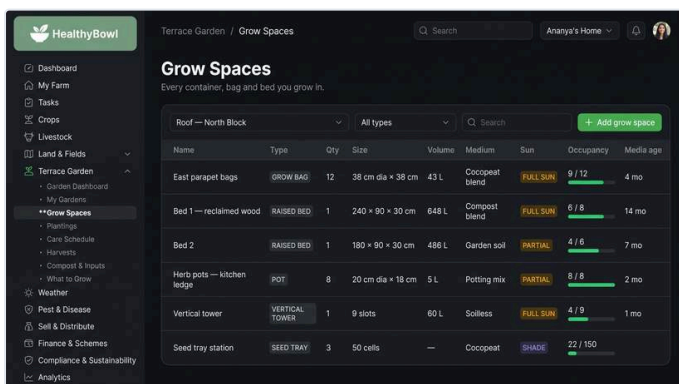
TERRACE HOME GARDEN • 12 SCREENS



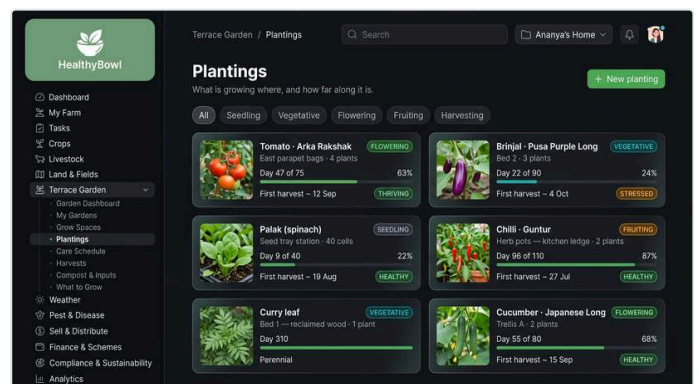
130 Garden Dashboard



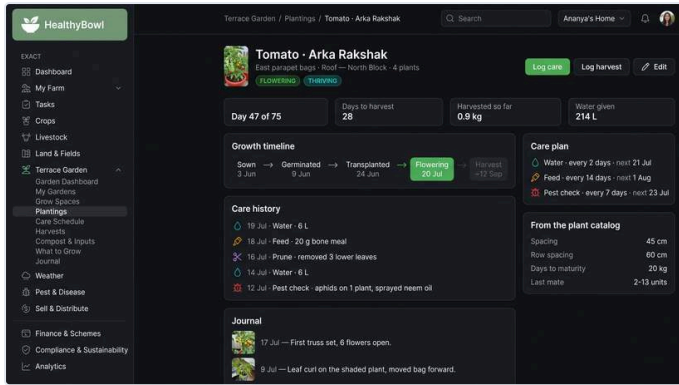
131 My Gardens



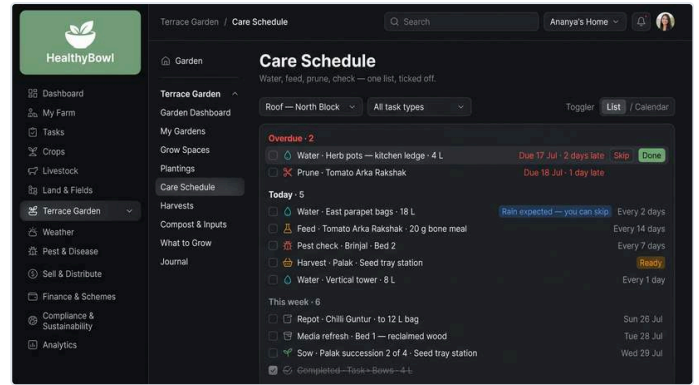
132 Grow Spaces



133 Plantings



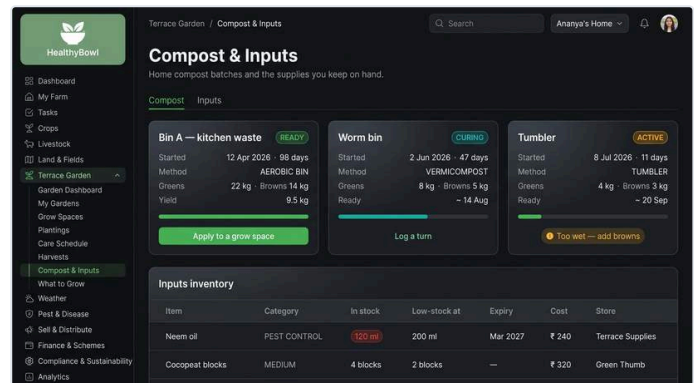
134 Planting Detail



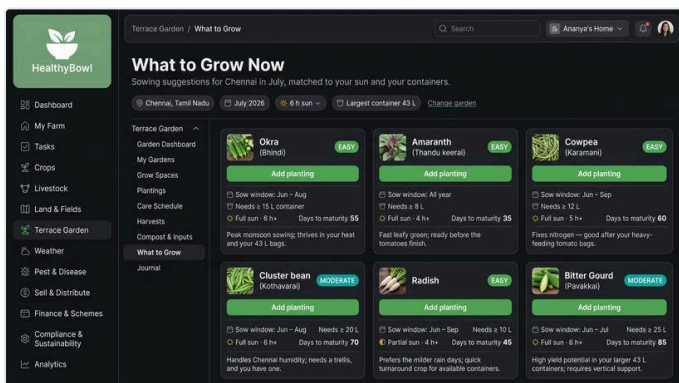
135 Care Schedule



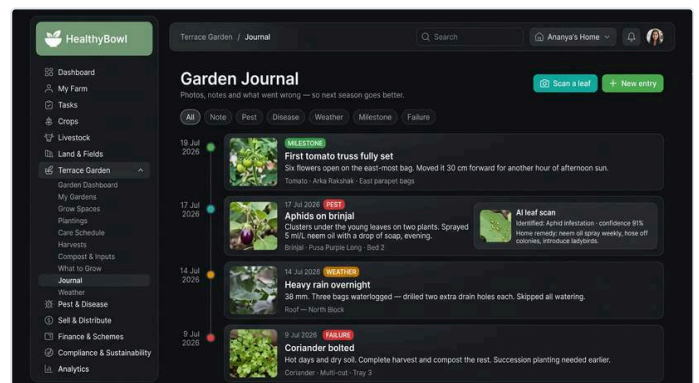
136 Harvests



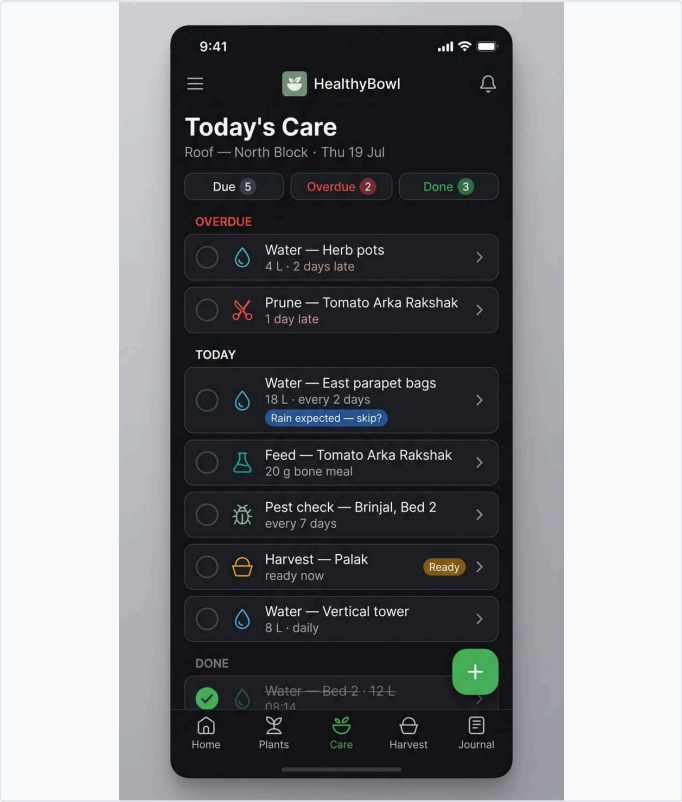
137 Compost Inputs



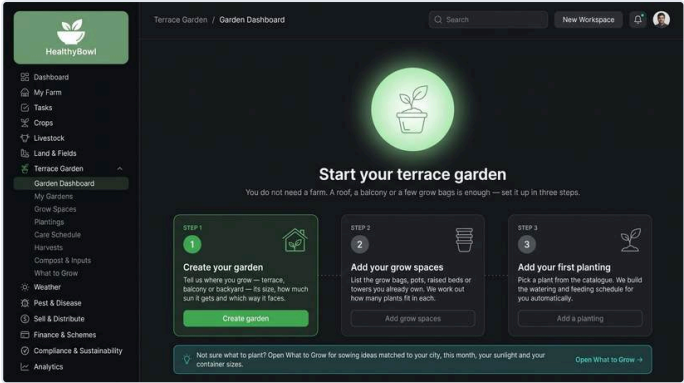
138 What To Grow



139 Journal

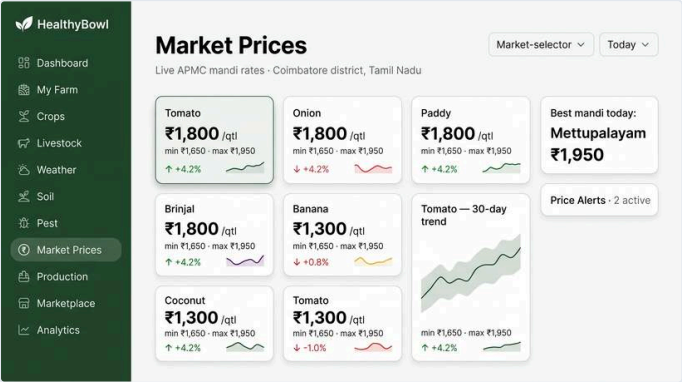


140 Mobile Care Today

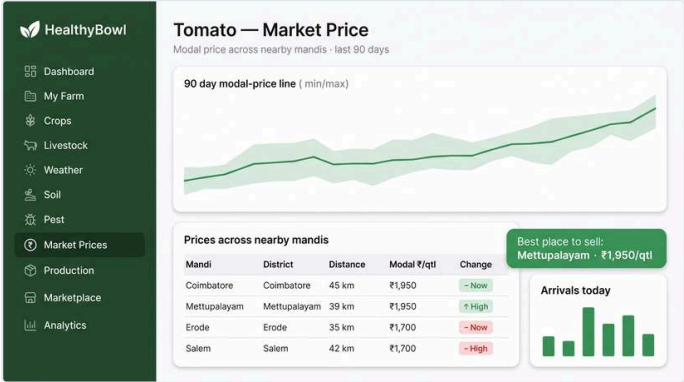


141 Onboarding Empty

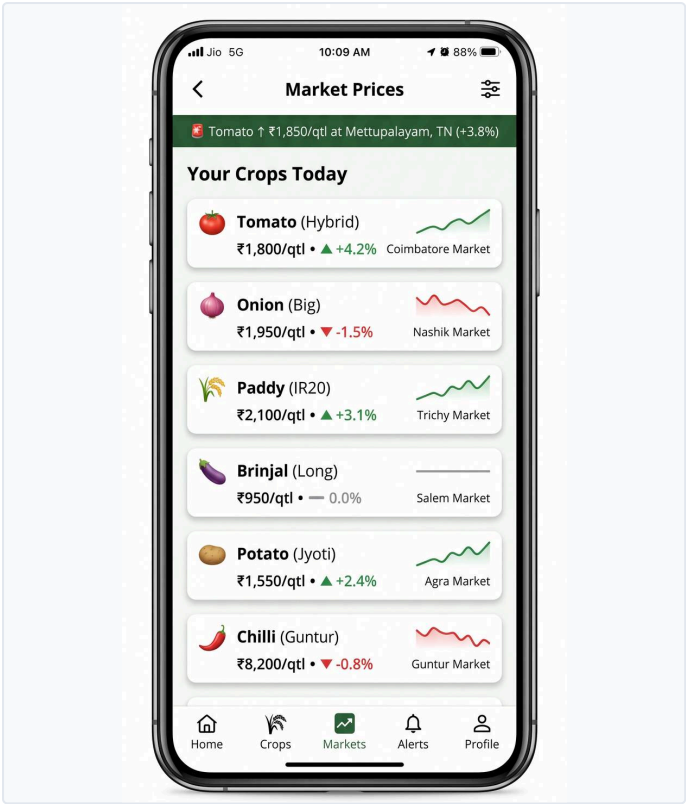
MANDI MARKET PRICE • 8 SCREENS



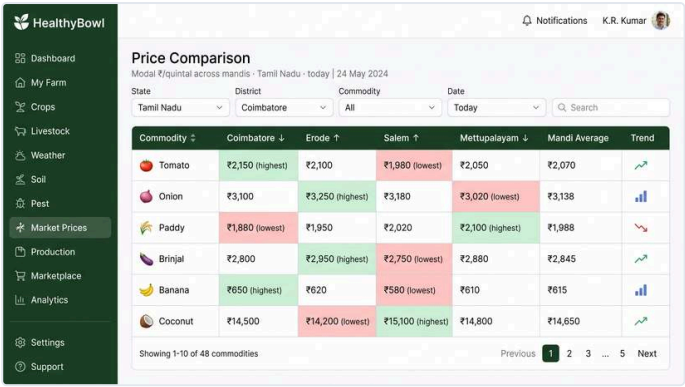
142 Overview



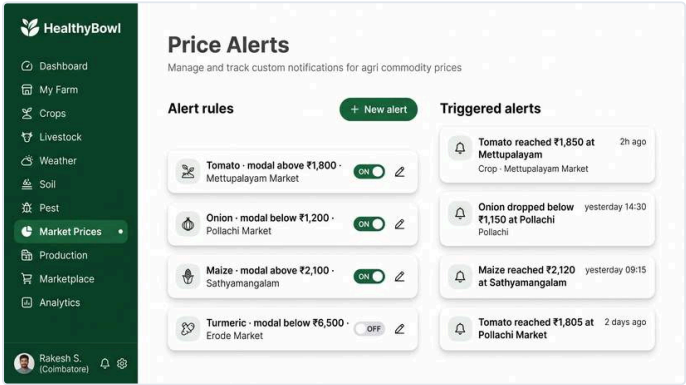
143 Detail



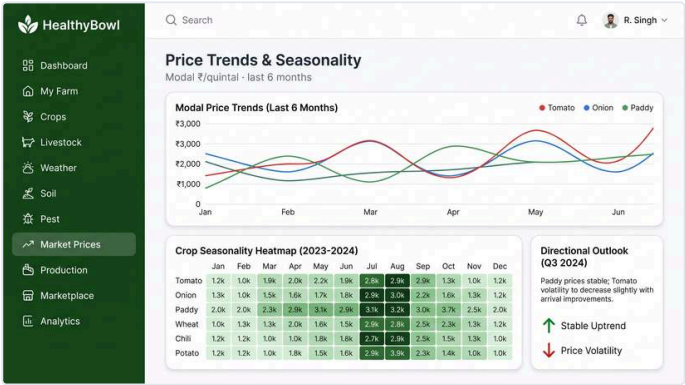
144 Mobile Today



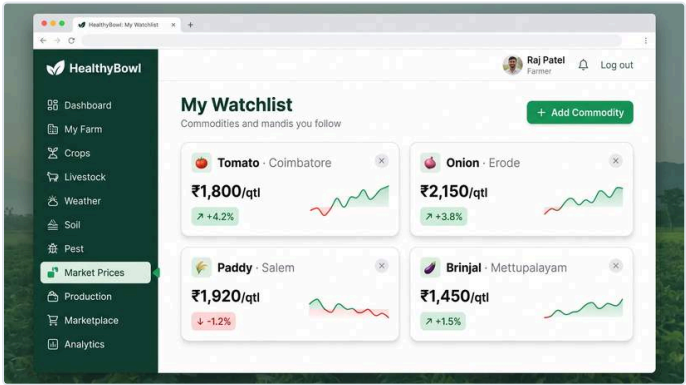
145 Price Comparison Table



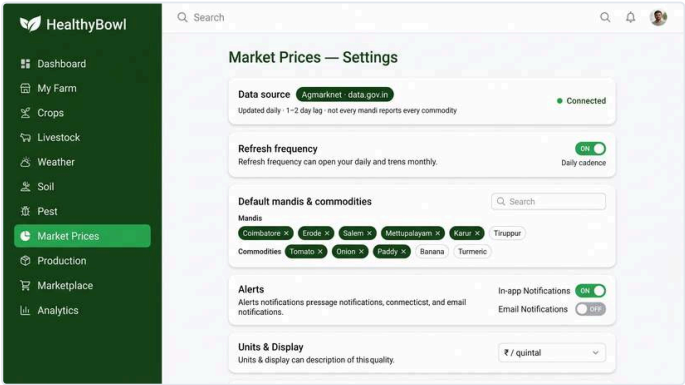
146 Price Alerts



147 Trend Seasonality



148 Watchlist



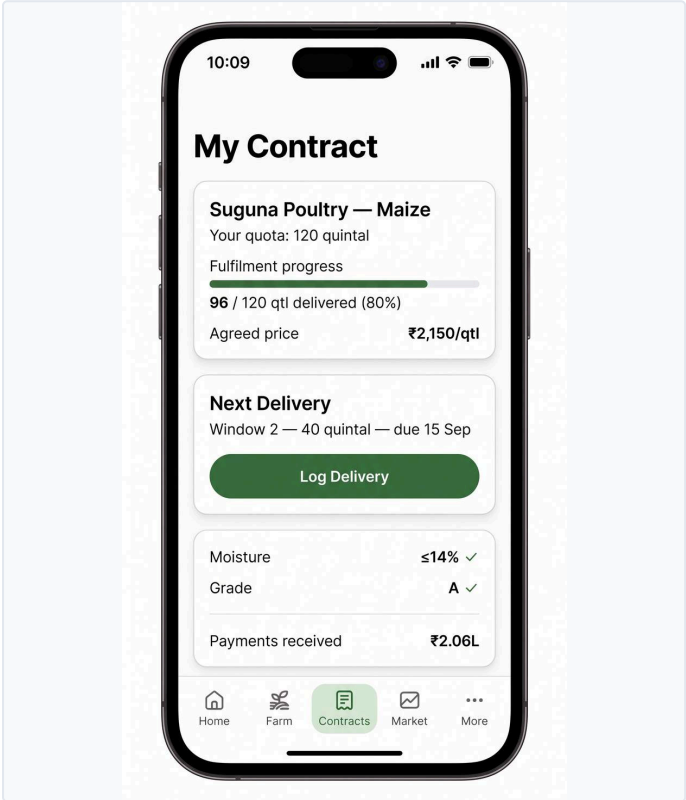
149 Settings



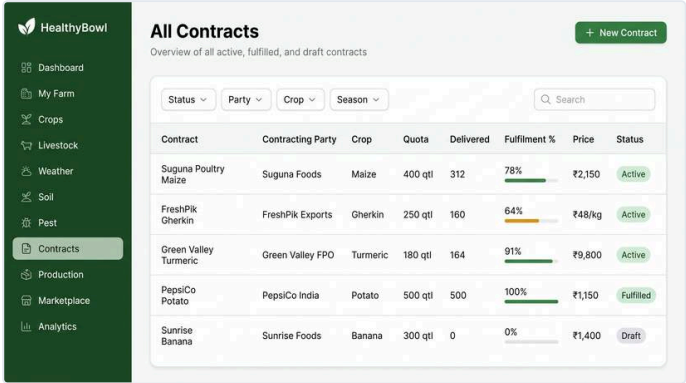
150 Overview



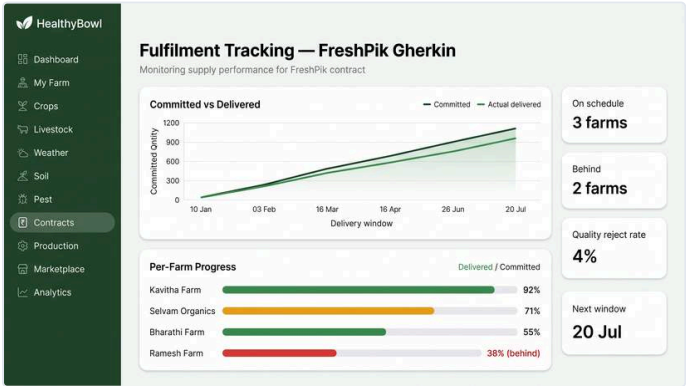
151 Contract Detail



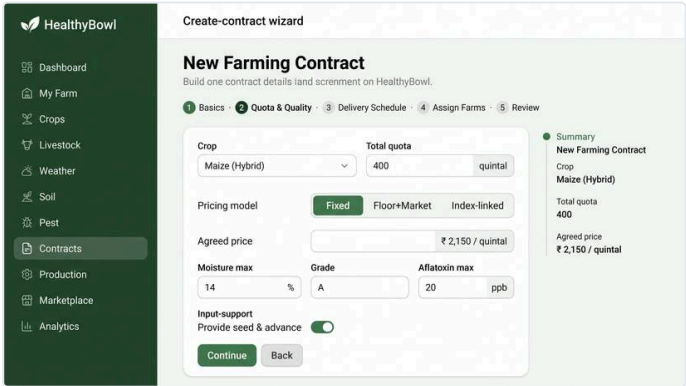
152 Mobile Farmer Obligations



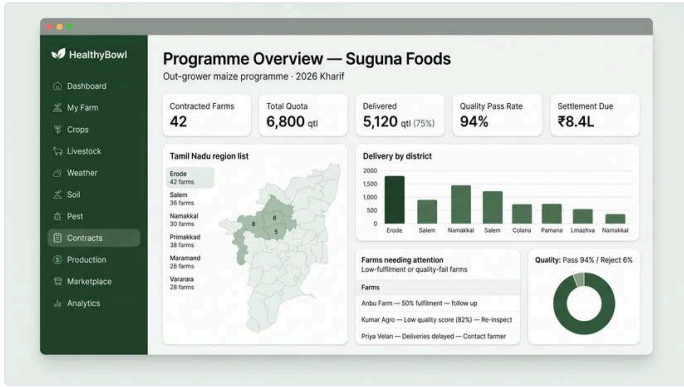
153 Contracts Table



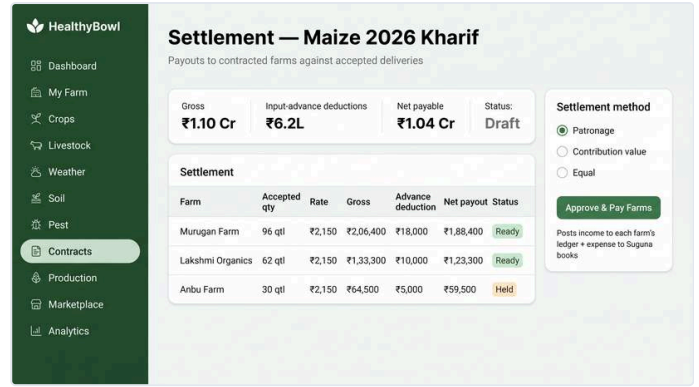
154 Fulfilment Tracking



155 New Contract Wizard

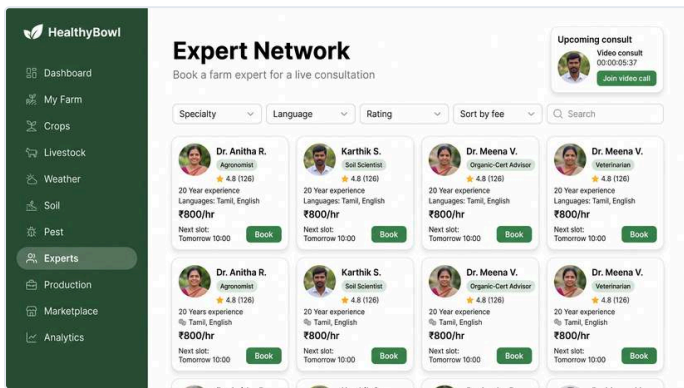


156 Party Dashboard

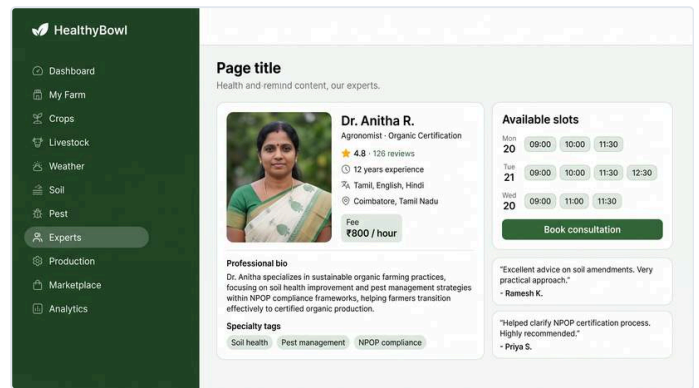


157 Settlement

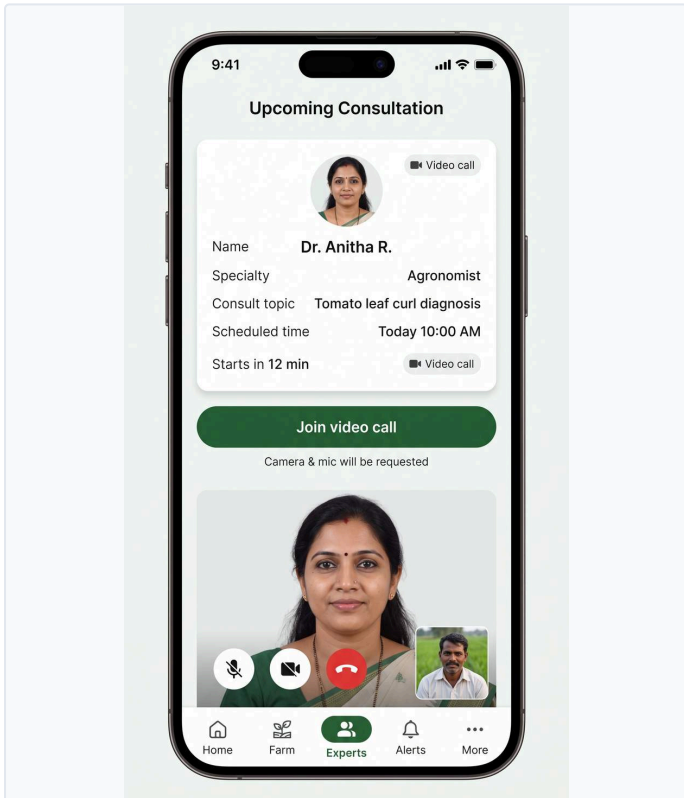
VIDEO CONSULTATIONS • 8 SCREENS



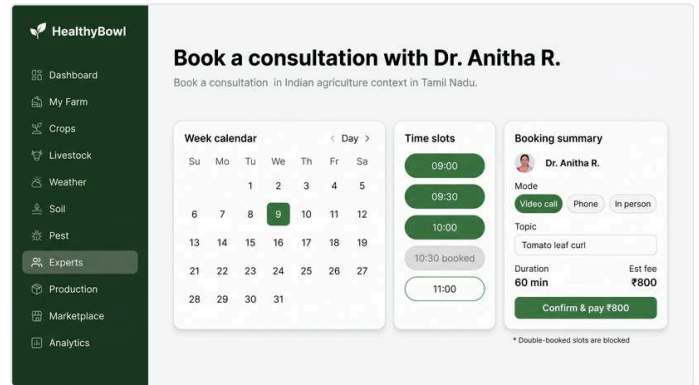
158 Overview



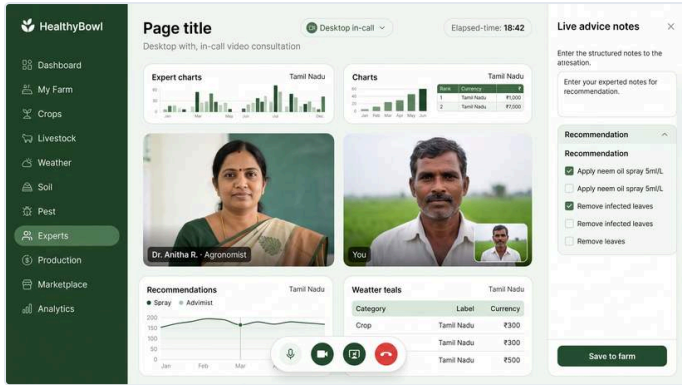
159 Expert Profile



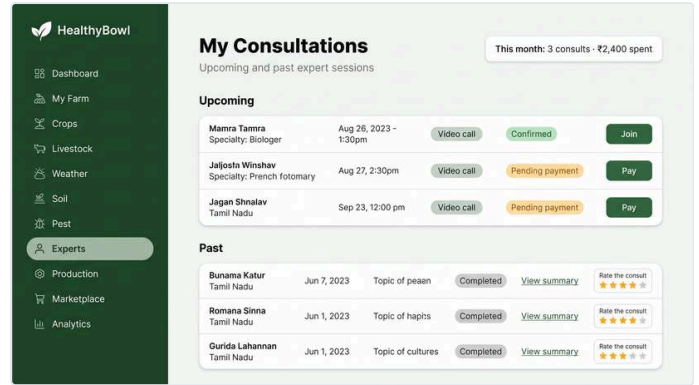
160 Mobile Join Call



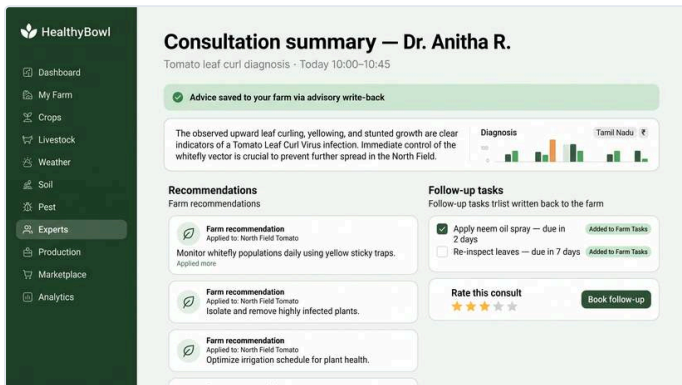
161 Booking Calendar



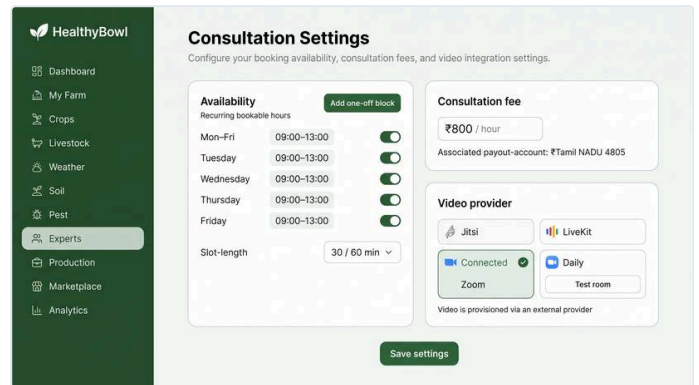
162 Video Call



163 My Consultations

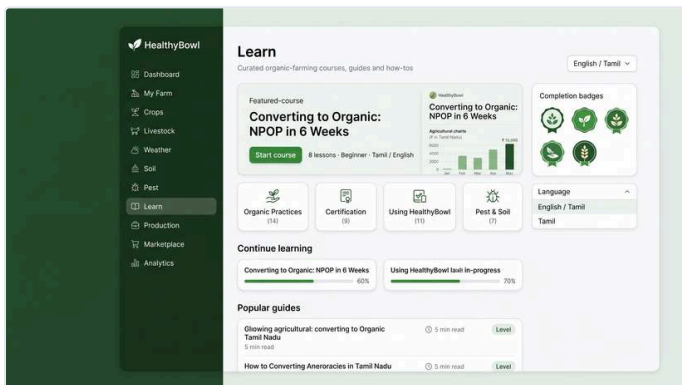


164 Session Summary

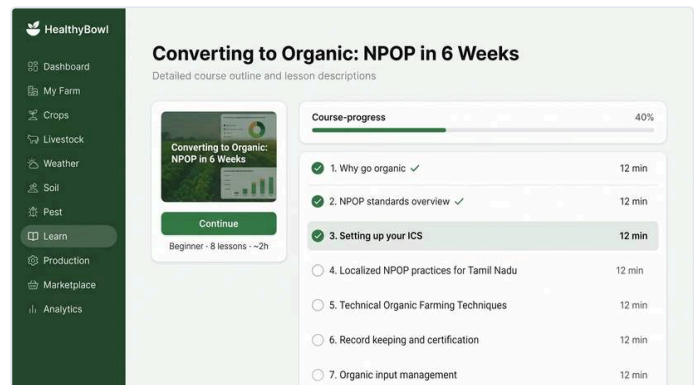


165 Settings

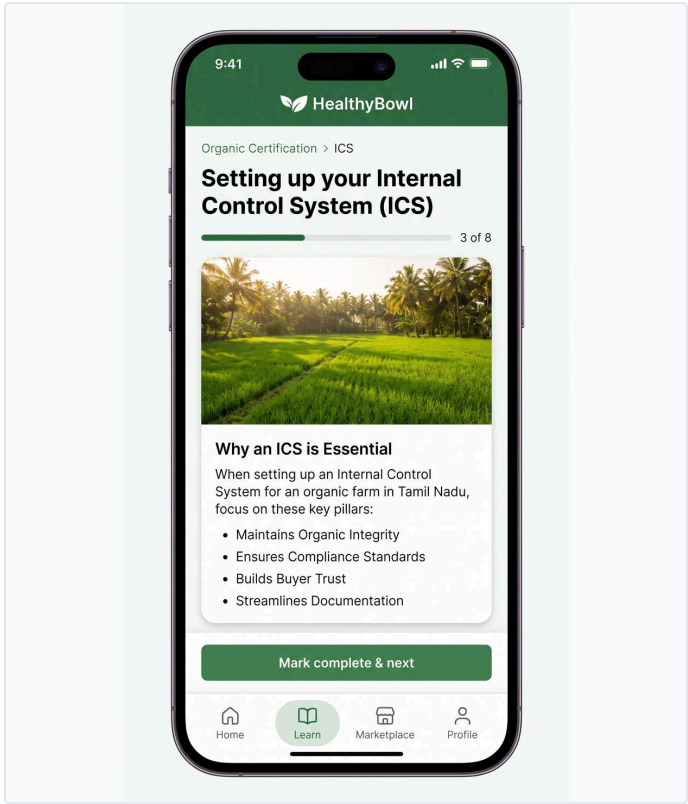
KNOWLEDGE BASE LEARNING HUB • 8 SCREENS



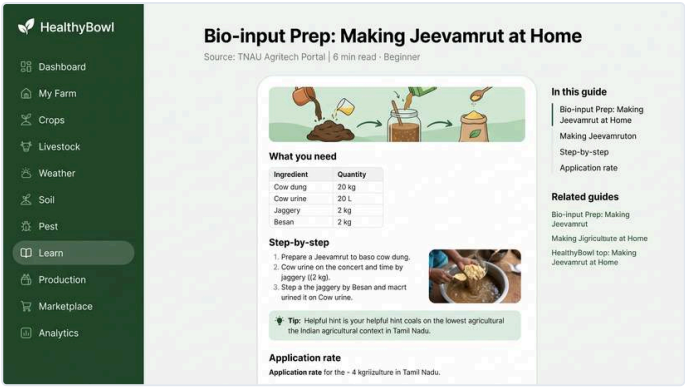
166 Overview



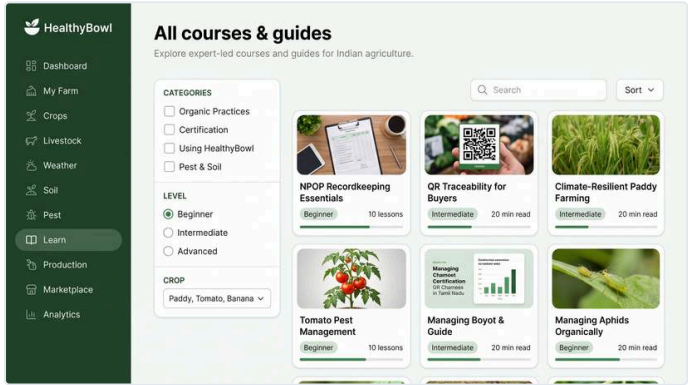
167 Course Detail



168 Mobile Lesson



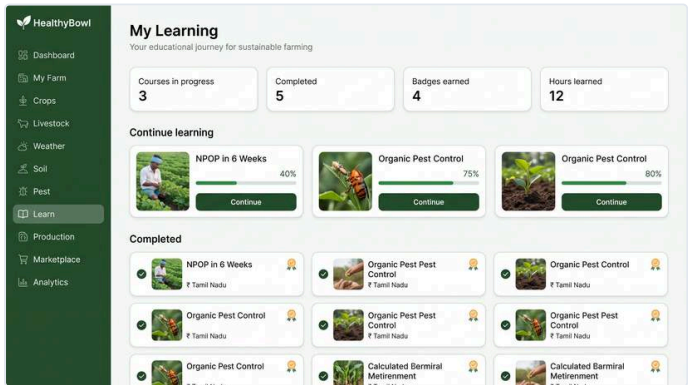
169 Article



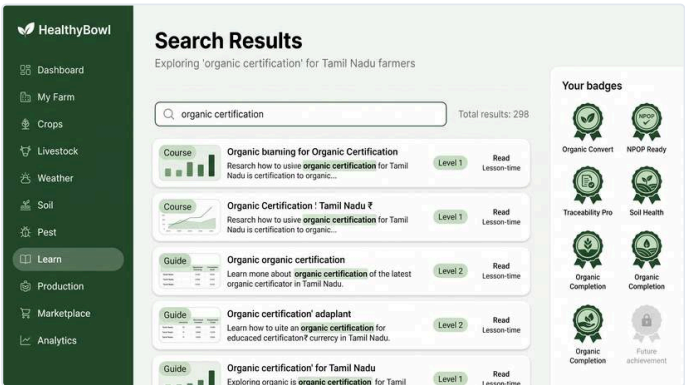
170 Catalog



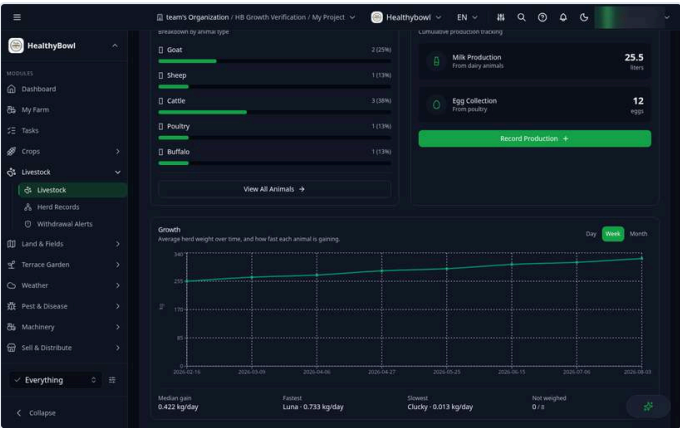
171 Lesson Video



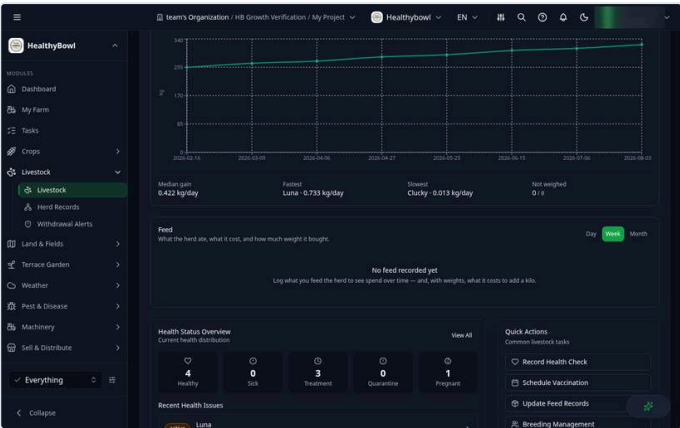
172 My Learning



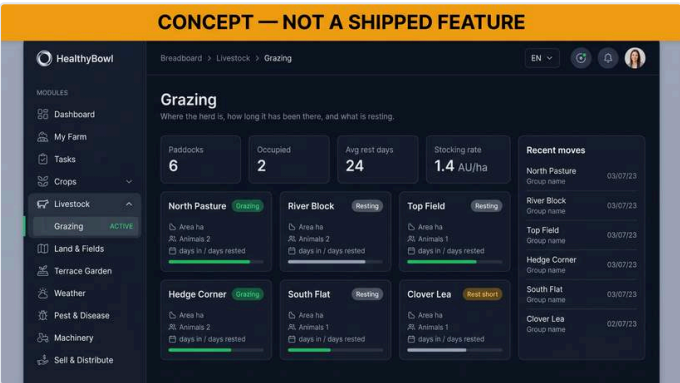
173 Search And Badges



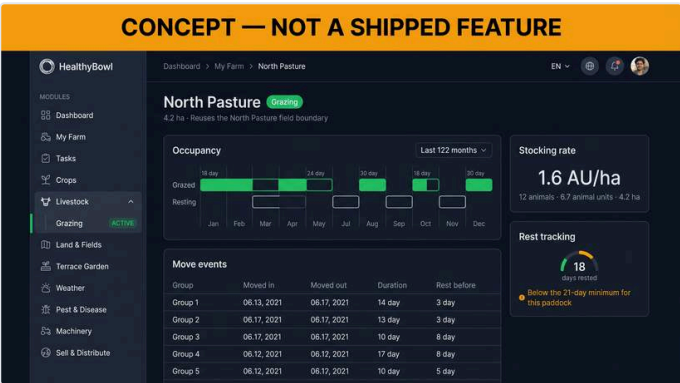
174 Growth Card Prod



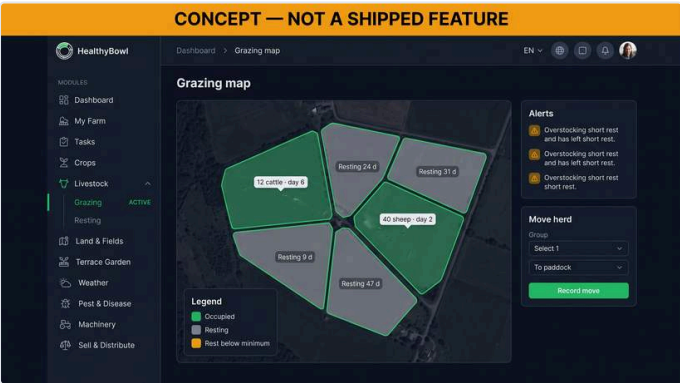
175 Feed Card Empty Prod



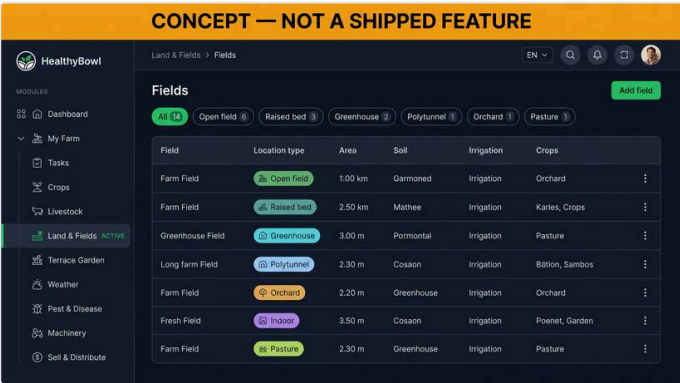
176 Overview.concept



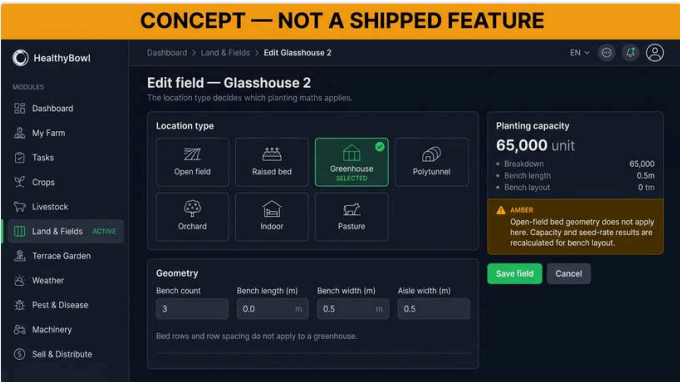
177 Paddock Detail.concept



178 Grazing Map.concept



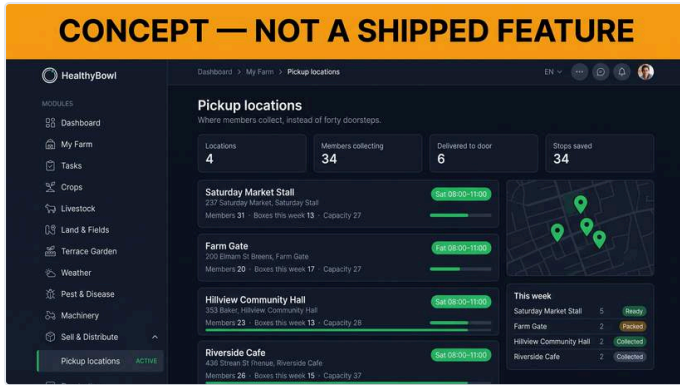
179 Overview.concept



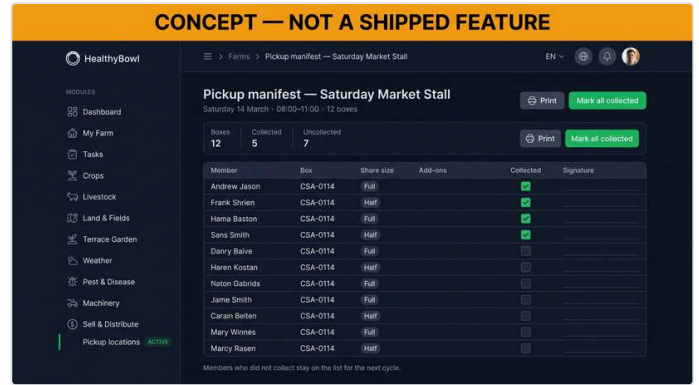
180 Field Type Picker.concept



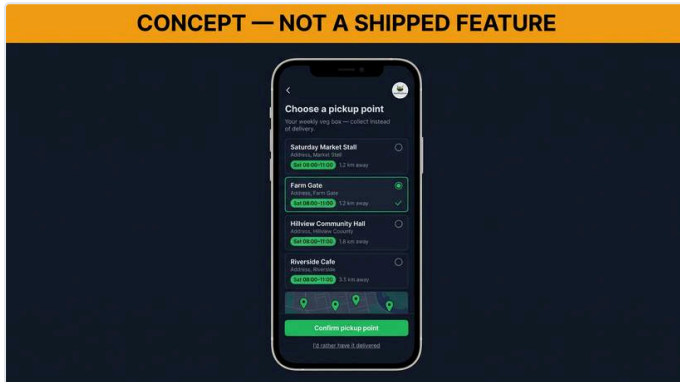
181 Capacity Comparison.concept



182 Overview.concept

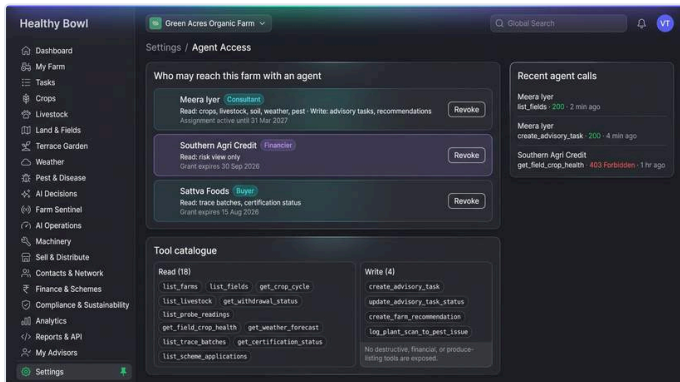


183 Pickup Manifest.concept



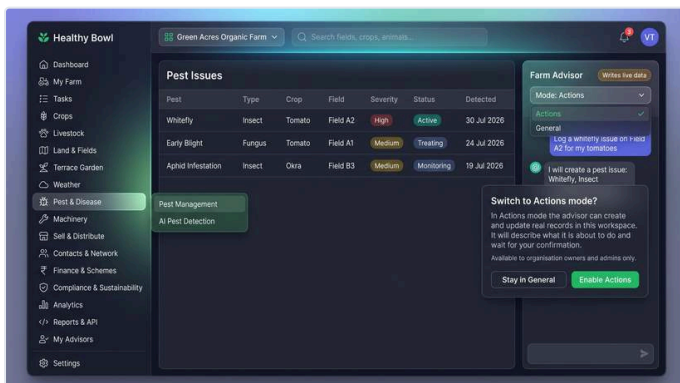
184 Mobile Member Pickup.concept

AGENT READY FARM RECORD · 1 SCREENS



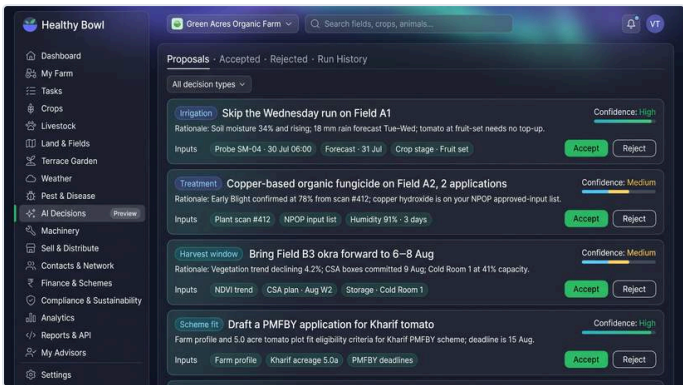
185 Agent Tools And Consent Scope

AI ACTIONS GOVERNED WRITES · 1 SCREENS



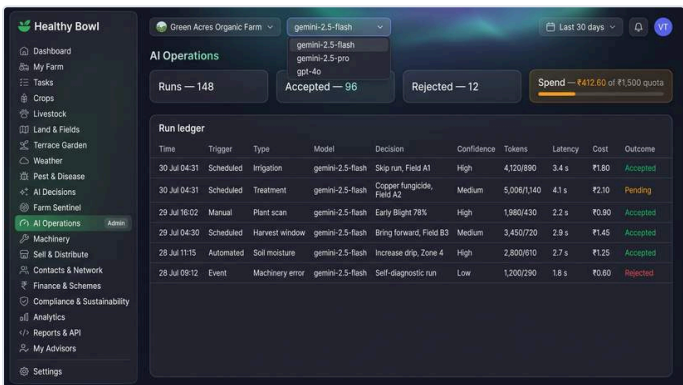
186 Actions Mode Consent And Confirm

AI AGRONOMIC DECISION ENGINE • 1 SCREENS



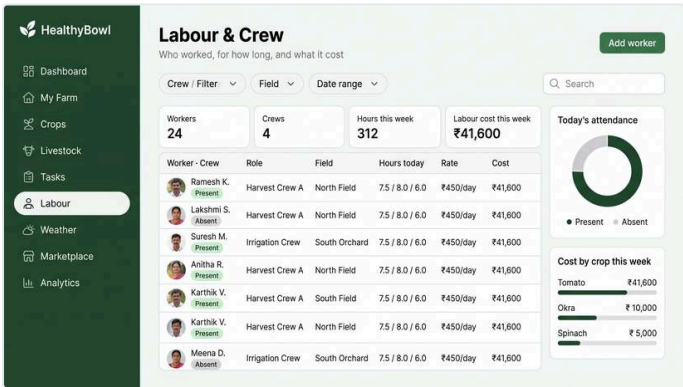
187 Decision Proposals Inbox

AI OPERATIONS CONSOLE • 1 SCREENS

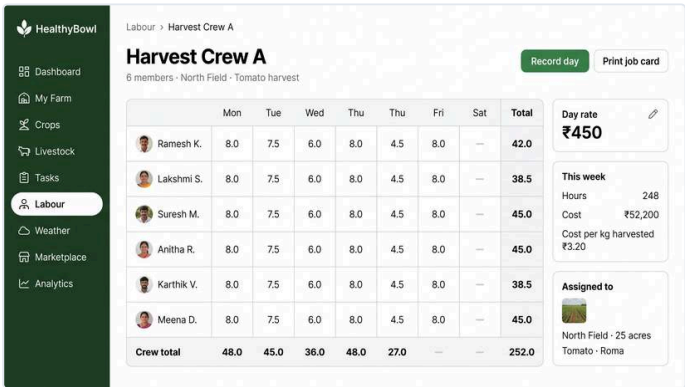


188 Decision Feed And Spend

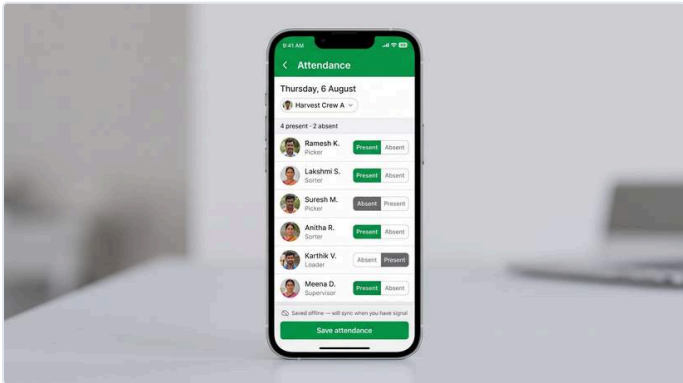
AREA 06 LABOUR CREW TIMESHEETS • 4 SCREENS



189 Overview



190 Crew Timesheet



191 Mobile Attendance



192 Labour Cost By Crop

HealthyBowl

Co-operative

Overview

Member farms

Aggregation

Compliance

Marketplace

Reports

Kaveri Organic Producer Company

412 member farms · Erode & Salem districts

Invite farm

Member farms

412

Hectares under organic

1,847

This season's pooled volume

284 t

Members certified

389 of 412

Certification rollout

Inspections this month

Pooled for sale

Farm	Village	Hectares	Main crop	ICS status	Last inspection
Anand Farms	Bhavani	3.2	Turmeric	Certified	15 Mar 2024
Meenakshi Growers	Kodumudi	1.8	Banana	Certified	02 Mar 2024
Suresh Naidu	Perundurai	7.5	Tomato	Inspection due	28 Feb 2024
Lakshmi Farms	Sathyamangalam	4.1	Coconut	Certified	18 Mar 2024
Srinivasan Agro	Omalur	2.9	Cassava	Pending	20 Mar 2024
Palanisamy Organic	Gobichettipalayam	5.0	Maize	Certified	10 Mar 2024
Rajeshwari Farm	Mettur	2.3	Groundnut	Certified	05 Mar 2024

Inspections this month

Anand Farms - Mar 15

Lakshmi Farms - Mar 18

Palanisamy Organic - Mar 10

Pooled for sale

Turmeric 84 t

Banana 62 t

Tomato 41 t

193 Overview

HealthyBowl

Co-operative

Overview

Member farms

Aggregation

Compliance

Marketplace

Reports

Build an aggregation lot

Compose one institutional order from many member farms

Publish lot

Save draft

Crop

Turmeric — Erode local

Target

40 t

Progress

31.2 t of 40 t committed

Lot summary

Farms 6

Volume 31.2 t

Weighted price ₹98.40/kg

Estimated value ₹30,70,080

Contributing farms

Farm - Village

Available

Committed

Grade

Price ₹/kg

Kanyakumari Organic - Tamil Nadu

8.4 t

0

0

A/B pills

₹92-₹110

Thanjavur Greens - Tamil Nadu

6.0 t

0

0

A/B pills

₹92-₹110

Salem Spices - Tamil Nadu

5.2 t

0

0

A/B pills

₹92-₹110

Salem Spices - Tamil Nadu

4.8 t

0

0

A/B pills

₹92-₹110

Thanjavur Greens - Tamil Nadu

3.9 t

0

0

A/B pills

₹92-₹110

Salem Spices - Tamil Nadu

2.9 t

0

0

A/B pills

₹92-₹110

Total

8.4 t

31.2 t

₹30,70,080

Buyer

Sattvik Foods Pvt Ltd, Bengaluru

Institutional - repeat buyer

2 member farms have an inspection due before this lot can be certified

194 Aggregation Lot

HealthyBowl

Co-operative

Overview

Member farms

Aggregation

Compliance

Marketplace

Reports

Member farms > Anand Farms

Anand Farms

Certified

Open ICS record

Plots

Plot 1 - 1.4 ha - Turmeric

Plot 2 - 1.0 ha - Banana

Plot 3 - 0.8 ha - Intercrop

ICS status

Last inspection 12 Jun 2026

Inspector name

Next due 12 Dec 2026

Non-conformances 0

Deliveries to the co-op

Date

Crop

Quantity

Grade

Paid

12-Jun-2026

Turmeric

300 kg

A B

Paid

09-08-2026

Turmeric

200 kg

A

Paid

26-03-2023

Banana

1.4 t

A B

Pending

25-03-2022

Banana

1.47 kg

A

Paid

28-02-2021

Intercrop

1.2 t

A B

Pending

This season

Delivered 11.4 t

Earned ₹9,84,200

Share of lot 8%

Contact

091-673-0633

Village address, Tamil Nadu, Bhavani, Erode

195 Member Farm Detail

HealthyBowl

Co-operative

Overview

Member farms

Aggregation

Compliance

Marketplace

Reports

ICS group compliance

Internal control system across 412 member farms — NPQP

Export audit pack

Schedule inspections

Certified 389

Inspection due 18

Non-conformances open 5

Audit readiness 94%

Open non-conformances

Farm - Village

Village

Raised

Type

Severity

Owner

Due

Pooni Farmers Co-op

Thanjavur

10 Aug 2026

Unapproved input

Kumar S.

20 Sep 2026

Kaveri Organic Growers

Tiruchirappalli

12 Aug 2026

Buffer zone breach

Lakshmi R.

25 Sep 2026

Vaigai Agri Ventures Madurai

05 Aug 2026

Record gap

Bala M.

15 Sep 2026

Tambarampatti Plantations

Tirunelveli

08 Aug 2026

Unapproved input

Meena V.

18 Sep 2026

Noyyal Bio Farms

Coimbatore

02 Aug 2026

Record gap

Sundar K.

12 Sep 2026

Inspection calendar — August

Sun

Mon

Tue

Wed

Thu

Fri

Sat

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Certification rollout

Certified / Due / Pending

Audit pack contents

Grower register

Inspection reports

Input approvals

Residue tests

Field maps

Internal audit log

Last group audit 14 Mar 2026 - passed

196 ICS Group Compliance

Healthy Bowl

Green Acres Organic Farm

Global Search

Sentinel: ON

Daily 9:30 IST

VT

Farm Sentinel

Last sweep — Today 04:30

Findings — 3

Proposals drafted — 3

Spend today — ₹4.20 of ₹25.00 cap

Last sweep — 30 Jul 2026, 04:30

Weather: sweet

Frost watch on Field A1 tomorrow night

Forecast low 1.8°C, tomato threshold 2.0°C, drafted task: cover rows before 20:00

Review proposal

Probe: event

Soil moisture below floor on Field B3

SM-07 read 26% at 15:10, floor 30%; drafted task: Irrigate 12 min on 31 Jul

Review proposal

Livestock: scheduled

Withdrawal window clears for Animal CA-114 on 2 Aug

Amoxicillin course ended 26 Jul, milk separator from 2 Aug, drafted reminder

Review proposal

Sentinel settings

Cadence — Daily

Event triggers — Probe thresholds, Severe weather

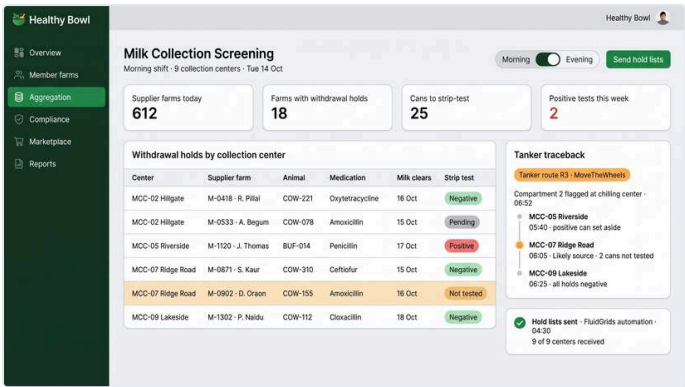
Daily spend cap — ₹25.00

Autonomy — Propose only (locked)

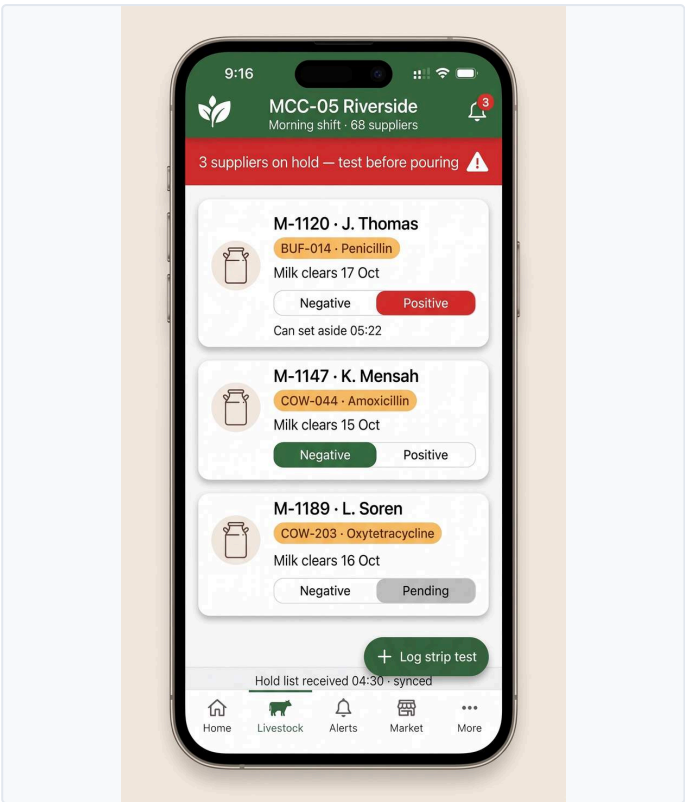
Skip farms with stale signals On

Nothing destructive or financial is ever auto-excluded

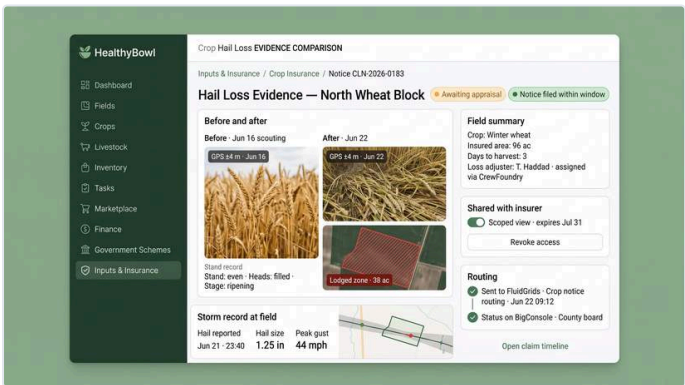
197 Sentinel Overnight Sweep



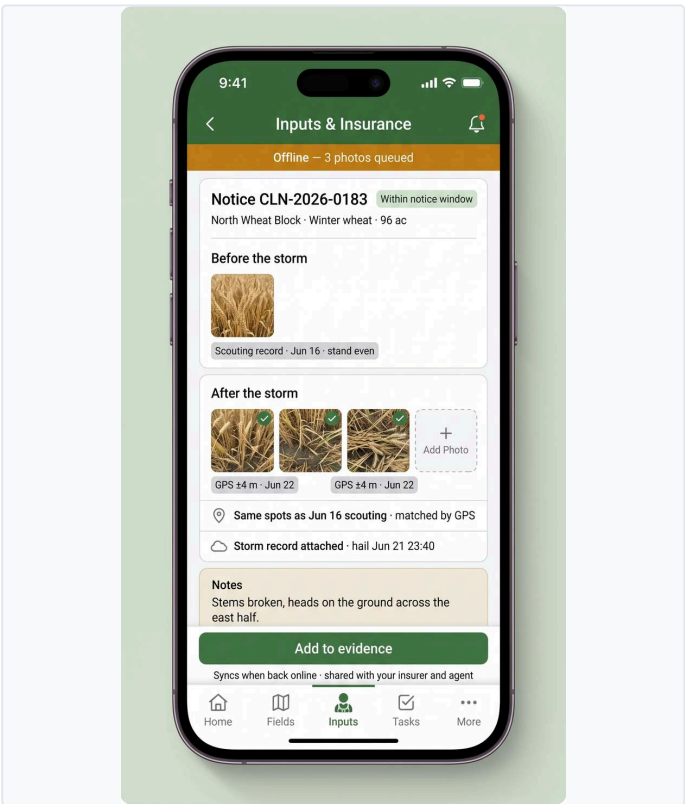
198 Dairy Collection Withdrawal Screening 1 Milk Collection Screenin



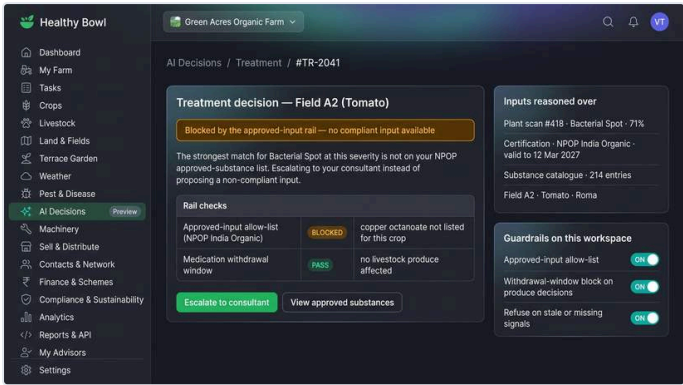
199 Dairy Collection Withdrawal Screening 2 Clerk S Hold List On A P



200 Crop Hail Loss Evidence Comparison 1 Before And After Evidenc



201 Crop Hail Loss Evidence Comparison 2 Capture Loss Evidence On



282 Compliance Rail Refusal



Found someone who needs Healthy Bowl?

You do not need to be an agronomist to sell this well. If you can spot a farm, a cooperative or an exporter drowning in paperwork, you have found the opportunity — the rest is an introduction. Send it to us and we will take it from there.

EMAIL OR CALL

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vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

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