

Money and Markets

Is just growing local fresh foods enough?

Hobby

Supplemental Income

A full time business

Hobby

For own use
To give away
Satisfaction of raising a product
Exercise
Might sell some
To teach children & Grandchildren

Supplement to family income

Large enough to sell locally & consistent
More concentrated time & effort
Requires more equipment & buildings
More space
A little more capital
Teaching for children & opportunity in \$
More time commitment

A Full Time Business

A Full Fledged Business plan
Land & building utilization plan
Expertise/Knowledge needed in many areas
Full time commitment
More capital, equipment, buildings, labor
Need for Marketing options

Example from my last year's small garden

one tenth acre planted (.1 Acre)
Sweet corn for sale, onions & couple watermelon
for home use

Equipment: water lines(flood irrigated), owned old
garden tools, older small hand roto tiller, used hourly
rate for tractor and 6' roto tiller, planted and hoed by
hand

Market prep: partial husked & tipped

P & L on .1 Acre

Fertilizer -	\$20.40	Insecticide	\$ 32.51
Seed/ Plants	\$75.00	Utilities -	\$ 10.00
Sales tax -	\$60.88	Farmers Market dues -	\$ 75.00
soil prep -	\$75.00	Fuel and oil-	\$ 5.00
Mileage-	\$77.00	Depreciation-	\$ 32.00
Gross Income		\$ 699.00	
Total expenses		\$ 462.29	
Net Return for land and labor		\$ 236.81	
Plus family use and give away			

Define your market and strategy

Product, Price, Place, Promotion

Your possible partners

Maximize product seconds through processing

Extend your season through processing/housing

Increase Future Income and Markets

Partnering, producers & outlets: PR

Extend Availability: Joint processing facilities

Income from seconds: Joint processing facilities

Social Media, Press releases, Farm Signage, POS

**My Definition of Sustainability
contains both soil and financial.****Questions****Comments****Thank you for your time**