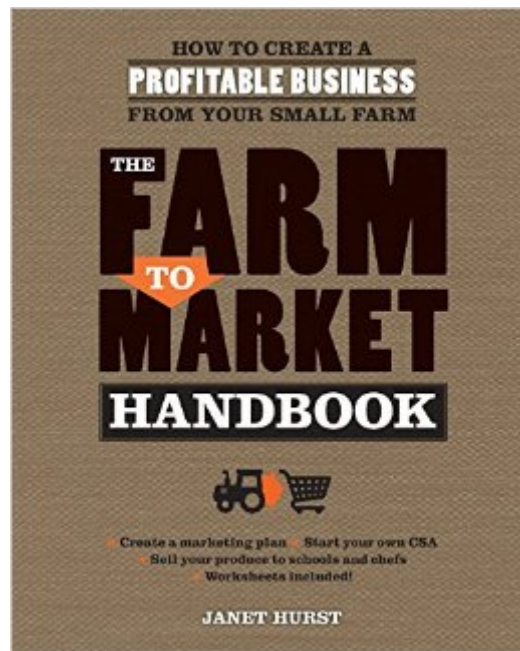


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# The Farm To Market Handbook: How To Create A Profitable Business From Your Small Farm



## Synopsis

Transform your pastime into your livelihood. If your sweet corn is tall, your brood of chickens is beautiful, and your half-dozen goats give delicious milk, then you know firsthand the rewards of running a small farm. But what if you could turn that Do-It-Yourself hobby into a long-term source of regular income? Nurturing a healthy harvest is only half the battle--what you really need to know is how to create a successful and sustainable business. In *The Farm to Market Handbook*, veteran dairy-goat farmer Janet Hurst combines her deep knowledge of farming life and farmers' markets with her hard-won experience turning farm products into a living wage. From CSAs and weekly markets to school programs and local chefs, Hurst guides you through every type of market available to small farmers. She explains how you can develop a realistic marketing plan, provides a breakdown of the food laws and regulations you'll need to be aware of, and offers insider tips on how to be a successful businessperson. Through enlightening interviews with producers around the country who speak of their successes - and their failures - this book takes a look at some of the nation's top markets and analyzes why they have thrived where others have not. So if you've ever wondered how to get started selling your produce, entertained the idea of raising meat goats, or wanted to spread the word about your homegrown honey, you should read *The Farm to Market Handbook* and figure out how to put money in your pockets.

## Book Information

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## Customer Reviews

Written by a farmer - who teaches other farmers how to market their products There has been an

awakening, a re-creation within the farming movement. It began with people raising a few chickens in their backyard and turning suburban lawns into vegetable gardens. America is waking up to the need to produce and consume high-quality food. Yes, this is great news for the small farmer. Yet the problem of getting products from point A (the farm) to point B (the customer) still exists, even though there are a variety of means to get the food from the farm to the market. We all learned in Boy Scouts, Girl Scouts, or 4-H to "be prepared". This book gives you the knowledge to do just that.

"Before you plant your first seed, know who is going to buy your crop." Sage advice from a farmer, right? To help you get there the book features specific exercises developing a marketing plan. Once this tool is created, it is a fluid document, meant to guide and direct the path of the business. If you have not considered the farm as a business, it is time to do so. Exploring the available markets. Using the marketing plan as a guide, we will take a look at the pros and cons of methods of direct sales. Learning from others' experiences. We will interview producers in various stages of business development, learning from their successes and mistakes. Exploring which farmers' markets work. We will examine some of the most successful farmers' markets in the United States. Exploring other ways of marketing. Farmers' markets aren't the only means of marketing. Other methods of marketing will be explored, including community supported agriculture (CSA) and CSA development. Obtaining organic certification. Becoming familiar with Farm to School programs. Learning about on-farm sales, such as farm stands, u-pick, and traditional retail outlets. Working with a broker. Knowing what it takes to be in business, including food safety, Good Agricultural Practices (GAP), insurance, regulations, and electronic benefits transfer (EBT). Developing a good attitude "putting the best food forward, customer service, and professionalism.

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