Turning Your Passion into a Paycheck

A Sustainable Farmer’s Approach to Business Management

John Arbuckle
A Simplified Blueprint to Agricultural Happiness

- The Amtrak Story
- The Story of One Pig
- Are you relying on physical strength as your chief asset?
Start With the End in Mind

- What is it that you are working for?
- How do you define success?
- We need more middle-class farmers.
- Are you a full-time production farm or a homestead farm?
Get a Coach!

There’s a certain magic in talking about ideas with someone else.

- How to get a mentor
- Look for help where you need help
- Almost all of us need a business coach.
Have a Written Plan

• The idea of having a written plan is to help you not miss an important detail.
• To be prepared as you scale.
• Hand off responsibilities.
• You don’t want to do every single thing forever!
• High beams, low beams.
Outsource before you are ready

- What makes you drag your feet?
- What do you not like doing?
- Fulfillment/Shipping
- Cold Calling
Get comfortable with delegating

- If you want to grow, delegating is a key component.
- If you can delegate something, you should delegate something.
- This leaves you to be the boss and do the tasks that no one else is able.
Know which way your farm is trending

• How much good can you get from a single action?
• With every decision we make, we need to be growing into the reality that we desire.
• Soil testing.
The Limit of On-Farm Diversity

Pigs
- P – Pretty
- I – Important
- G - Goals

Wigs
- W - Wildly
- I - Important
- G - Goals
Can it Scale?

Count your time as valuable, if you don’t, how will you hire as you grow?
Retail vs. Wholesale (or both?)

Follow the Money
• Sell direct to the end consumer.
• High marketing and communication need.
• Less time spent farming unless you have help.
• Gabe Brown’s $500 pig.

Follow the Easy
• Sell higher quantities at a lower price.
• Significantly less marketing needed.
• Significantly lower volume of communication.
• When you wholesale, you don’t have to be the Lone Ranger.
Don’t be Afraid to Wholesale
Analyze Every Detail

Retail

Wholesale
Alfalfa Moments (fix it or ditch it)

- Farming involves working on the land.
- Profitable farming involves some work at your desk.
Tracking the Numbers

Accountants

• Professional mindset is an integral part of farming
• First and foremost, you are a business person!
Tracking the Numbers

Money going out
• What are you spending money on?
• How much money is spent where?
• How can you streamline costs or build in efficiencies to cut costs?

Money coming in
• What is your most profitable product?
• How are you selling it?
Cost vs. Value

Save Money

Make Money
Do you want to grow?
Never Stop Brainstorming!
Never Stop Improving!