Turning Your Passion into a Paycheck

A Sustainable Farmer's Approach to Business Management

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Singing Prairie Farms

SINGING PRAIRIE
FARMS

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?

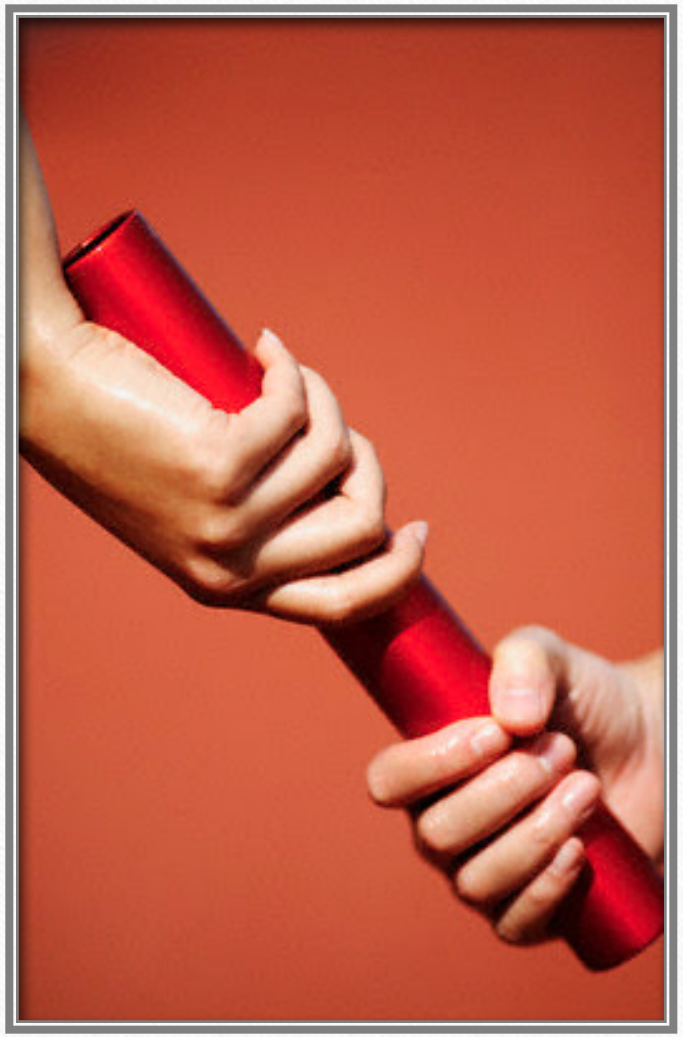
Get a Coach!

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?

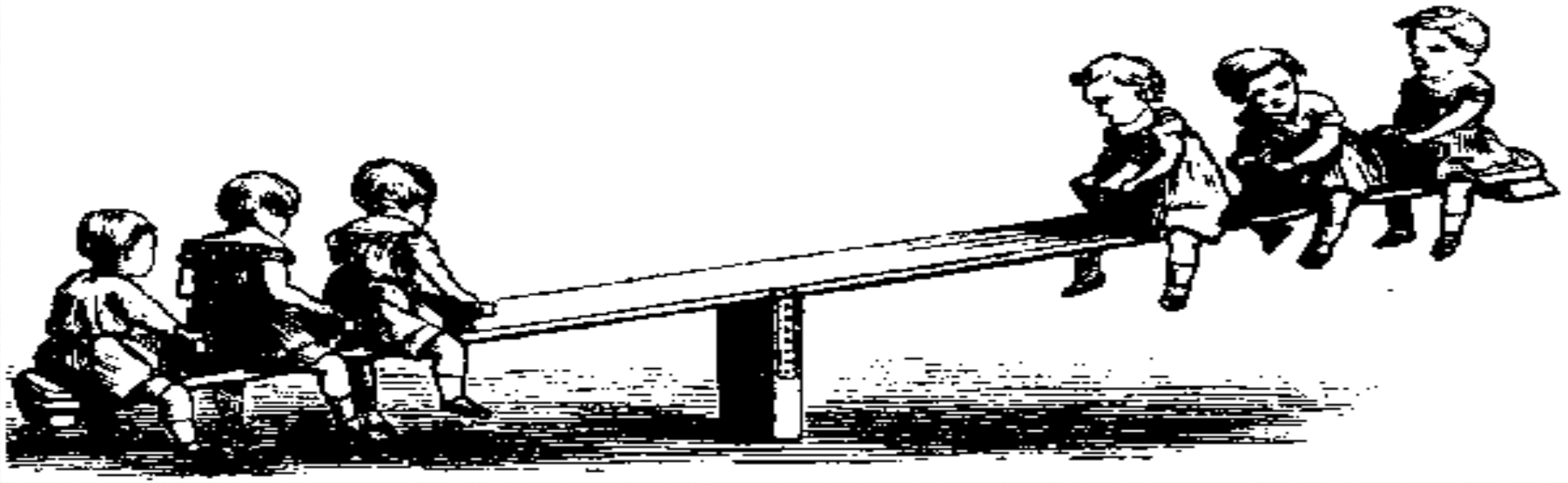
Money coming in

- 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!