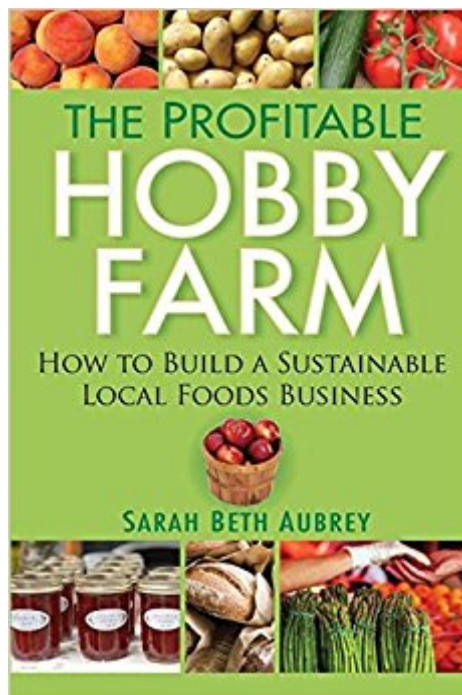




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The Profitable Hobby Farm, How To Build A Sustainable Local Foods Business



Synopsis

Turn your hobby farm into a successful business
No experience in farming? No problem! The Profitable Hobby Farm gives you all the tools you need to launch a thriving hobby farm business. Based on the author's expert guidance and the motivating experiences of other small farmers, it shows you how to blend strategy, marketing, and money management in order to prosper. The Profitable Hobby Farm provides sound, friendly start-up advice on a variety of topics essential to making an initial foray into a local foods venture. A must-read book for raising and selling local, sustainable foods. Includes sample business plan, grant application, marketing and advertising plan, and other forms. Lengthy resources section directs you to additional reading. Also by Aubrey: Starting & Running Your Own Small Farm Business. Whether it's growing heirloom tomatoes, raising free-range chickens for their eggs, or making organic wine or cheese, this book shows you how to turn your hobby into a profit.

Book Information

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Customer Reviews

A down-to-earth guide to profitable hobby farming
This book gives you all the information you need to start your own local foods business. You'll get plain-English advice from a self-proclaimed farm-girl-turned- entrepreneur on:
Trends in niche agriculture and local foods
creating a business plan for a small-scale or hobby venture
assessing your home marketplace and uncovering niches not yet served
financing options, especially grants and cost-sharing programs
free or low-cost marketing ideas
basic strategies for surviving the first year in business and more
Whether you want to create a small hobby business or start up a full-time venture, The Profitable Hobby Farm is the book

for you. Thoroughly researched and packed with information for putting ideas into action, this is your blueprint for building a sustainable local foods business.

Sarah Beth Aubrey was born into a family of farmers and was raised to believe, like Scarlett O'Hara, that it is land that sustains after all else. In addition to operating her company, Aubrey's Natural Meats, Sarah writes and speaks extensively on agriculture, the rural lifestyle, and small farm development.

To start, in case it has not been clear, this book is NOT ABOUT FARMING! Its about HOW TO START A FARM BUSINESS!!! This book looks at the business side of things, with a farming twist. It goes through and explains the common things needed to know about how things work when starting up. So, for me, I can see this helping me write a business plan. It doesnt show me how to write a business plan, look elsewhere for that. But when you are writing your business plan, you can reference this book to see if there is anything you missed. The only thing I didnt like were the "Inspirational Stories" inside each chapter. While they were great to read about, there are two sides to every story. While reading these stories, it made me feel as if I can only succeed and not fail at this. I know this isnt true, but I wanted to read about failures too. Where are those stories? I wanted to read about people who failed but lived to see another day. But thats just me. I like a little more realism and not a lot of fluff. But overall, great book. The author had her ups and downs as she started her farm. And as a business man, I can see they are true. Thats what business is all about, Live and Learn.

Interesting and helpful

You never know how well books of this type are actually written, but glad to say this is well organized. Includes a myriad of details for you to follow-up dependent upon your situation. Examples of operating businesses who are glad to be contacted and offer their expertise. Also includes form examples such as grant applications. Useful book.

As entertaining and charming as it is informative. Great read!

I like the ideas suggested in this book. It gives an overview of the start-up process and resources needed to fund the project. I like the size of the book and the images.

Great introduction to running your own hobby farm

This book delivers great and practical information on the Hobby Farm. The book is well researched and laid out in a good format. I really enjoyed the side bars. The personal stories of the farmers featured were insightful. I found the side bar stories especially stimulating, giving me several good insights and ideas to try.

The book arrived within three days after ordering. I'm very pleased with the condition of the book. This book has information that reinforces a course I had taken through the OSU county extension office called New and Small Farm Business. If you are going to start a farm business, this is the book for you.

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