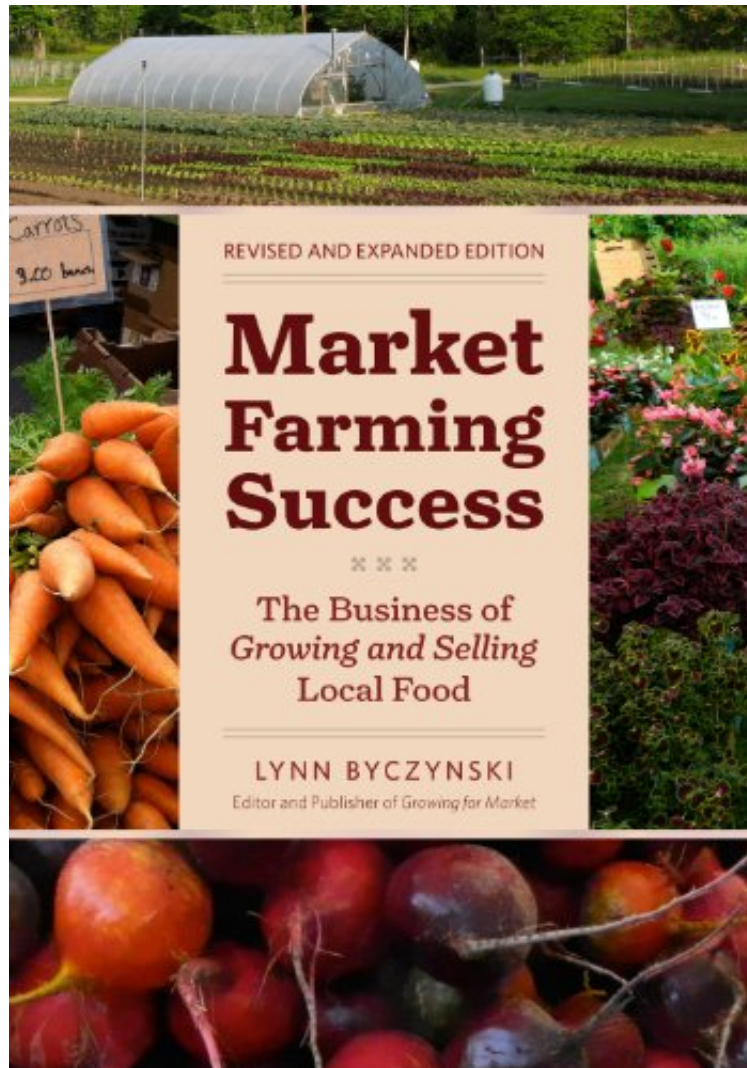


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Market Farming Success: The Business of Growing and Selling Local Food, 2nd Edition

Lynn Byczynski

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Lynn Byczynski : Market Farming Success: The Business of Growing and Selling Local Food, 2nd Edition
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Market Farming Success: The Business of Growing and Selling Local Food, 2nd Edition:

15 of 15 people found the following review helpful. If you're looking to grow food to sell, start here! By dealfinder500 This book doesn't really cover any topic in extreme detail, but enough to make you realize there's more to it than you thought. Here's a couple of things I learned: 1. Instead of trying to just blindly sell all that you can and hope you make a profit, figure out how much profit you (realistically!) want to make. So if you need to make \$10,000

profit, realize that you'll need to sell about twice that to cover your costs... so you need to bring in \$20,000. Then, determine how many lbs of tomatoes, or heads of lettuce, etc., that you'll need to sell to get make that. And then you'll know how many plants you need to start with. That makes a lot of sense, but I had never thought of it that way.² Some very helpful tips about selling at a Farmer's Market. Using lots of color, making sure it looks like you have an abundance of product (rather than keeping most out of site and putting out a little as needed). Making sure your pricing is clear - I, too, can't stand it when the prices aren't clear, I usually just pass. And be distinctive with your product - instead of selling plain ole green beans, sell "Blue Lake Green Beans". And raise up the surface to a slight slant, so that the produce shows clearly.³ Concerning the IRS. I had no idea the difference between a Hobby Farm and a business. You need to make sure you are keeping very careful, detailed records in case the IRS tries to call you a hobby farm. And there's lots more good info in there.⁰ of 0 people found the following review helpful. If you are interested in learning the Market Farming business, this book is for you. By Marilyn Ison Lynn Byczynski is one of the best authors for writing about the business of Market Farming. She and her family have been market farming for many years with great success. Lynn was the original owner of the monthly publication, "Growing For Market," which was a great help for me when I was market farming. MARKET FARMING SUCCESS is a MUST HAVE for anyone in market farming or market gardening for profit. Lynn explains how you can make your gardens or farm successful and profitable. Do yourself a favor and buy the book. She has other books as well, and they are all good for helping you make your own market farm successful.⁰ of 0 people found the following review helpful. Good pictures common sense By Owen I got this book because JM recommended it in The Market Gardener. Good pictures, and some cool stories about farms around the country. Mostly this book was common sense and info you can easily get online for free. I recommend borrowing it from the library, and spending money on a different book.

An insider's guide to market gardening and farming for those in the business of growing and selling food, flowers, herbs, or plants. Market Farming Success identifies the key areas that usually trip up beginners—and shows how to avoid those obstacles. This book will help the aspiring or beginning farmer advance quickly and confidently through the inevitable learning curve of starting a new business. Written by the editor of Growing for Market, a respected trade journal for market farmers, Market Farming Success condenses decades of growing experience from every part of the United States and Canada. It focuses on the factors that are common to market gardeners everywhere and offers professional advice that includes:

- How much you'll need to spend to start a market farming business;
- How much you can expect to earn;
- Which crops bring in the most money—and whether you should grow them;
- The essential tools and equipment you will need;
- The best places to sell your products;
- How to keep records to maximize profits and minimize taxes;
- Tricks of the trade that will make you more efficient in the greenhouse, field, and market.

This new Chelsea Green edition of a 2006 classic is greatly updated and expanded, and includes full-color photos, charts, and graphs, plus many inspiring and instructive profiles of successful market-farming pioneers.

"We've used the first edition of Market Farming Success in our beginning farmer program since 2007. This new edition contains additional information that makes it an even greater asset to those exploring and starting a market farm."—Adrian Card, Colorado State University Extension

"This overview of the business of market farming is a survival kit for new and aspiring vegetable farmers. It sheds light on esoteric Unknown Unknowns, and can save you from many pratfalls on the learning curve. Lynn explains each challenge of professional small-scale vegetable production in a calm, clear, confidence-boosting voice. She speaks from her own experience and includes sifted information gleaned from the many growers she knows as editor of Growing for Market. My own writing focuses on the planning and execution of crop production: the equally important marketing side is here covered by an extremely knowledgeable mentor."—Pam Dawling, author of Sustainable Market Farming

"With over 20 years of market gardening experience and teaching others the ins and outs of it via her wonderful publication, Growing for Market, Lynn Byczynski has created an up-to-date guidebook for direct-market farmers. Whether you grow vegetables, berries, herbs, plants, or other horticultural crops, Market Farming Success is a practical must-read. I took home useful bits of advice about sizing and building hoop houses, different trays and inserts for seeding transplants, storing leftover seed, bed mulches, working with restaurants, creating good intern relationships, types of insurance to consider as a market gardener—and found an appendix full of places to seek out more information. The stories and photos of farms around the country brought the information to life and provided me with new ideas. This book will no doubt become a dog-eared reference guide that is pulled from my bookshelf often as we develop our new diversified farm."—Rebecca Thistlethwaite, Sustain Consulting and author of Farms with a Future: Creating and Growing a Sustainable Farm Business

"We succeed at working this good land by having the savvy to sell what we grow. No one offers better insights to do just that than Lynn Byczynski. The marketing side of growing food needs attention as much as soil prep. Market Farming Success doesn't miss a beat when it comes to launching your hopes onto the local food scene."—Michael Phillips, owner, HeartSong Farm and author of The Apple Grower

About the

Author Lynn Buczynski is publisher and editor of a monthly news letter Growing for Market. She also operates Wild Onion Farm in Lawrence, Kansas, where she resides with her husband and two children. For more information, please visit the website of Growing for Market at www.growingformarket.com