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Darla Noble, John Davidson

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Ways to Sell What You Grow



Making Money with Your Farm Selling Agricultural Products

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Chapter 4: Cutting Out the Middle Man Chapter 5: Good Business Closing Comments Author Bio Introduction There was a time when farmers took their excess eggs, cream, and butter to town on Saturday to trade for coffee, sugar, flour, baking powder, and other things such as nails, fabric, and shoes they couldnt grow or produce for themselves. The store owner would then have eggs, cream, and butter to sell to the people living in the community who did not farm. The system worked; everyones needs were met and they were happy. Thats not the way it is done today, though, is it? Todays farmers are either: A large-scale producers who grow and sell commercially for a large corporation such as Del Monte, Tyson or one of the other major players in the industry. These farmers depend on government policies and programs and the businessmen's thoughts and decisions in regards to what is going to put the most money in their pockets. This leaves these farmers wearing two very big hats the one of farmer and the one of businessman trying to meet the demands of corporate America. B small producers (like you, most likely) who raise and produce livestock, food, and grain/hay for themselves and (hopefully) some of the people living in their own community who buy what they take to the farmers market or directly off their farm. This does somewhat resemble the days of old, except for the fact that you have a much smaller customer base. I say this because the number of people buying from the grocery store is vastly larger than the number of people buying from people like you. But what would you say if I told you there are ways to narrow those margins and to make your products available to the masses without being swallowed up by the corporate jungle? If you would say sign me up, then keep reading, because thats what this book is all about. By reading this book you will discover ways to reach out to potential customers (literally) around the world. You will discover how and why networking can expand your earning potential, why the middle man isnt always necessary, and how doing away with him will increase your bank account. Yes, this will require you to put on a business hat, but its one that actually fits and can be worn comfortably. So get comfortable and get ready to make your world-wide debut in the world of agriculture.