



# SELL WHAT YOU GROW AT RETAIL PRICES WITHOUT HARVESTING: START A CLUB

LUND, SWEDEN  
Stefan Sobkowiak





# WAYS TO SELL WHAT YOU GROW

- csa, distributor, grocery stores,
- farmers market, roadside stand, wholesaler
- delivery, mail order, food truck, back truck
- internet, institutions, door to door
- restaurant, chefs, buying club, pick ,workshop

# WAYS TO SELL WHAT YOU GROW

- Alex

# 20 Ways to sell What you grow:

## Retail (direct to eater)

farmers market

farm kiosk

vending machine

door to door

Your CSA

mail order catalog

mail order website

u pick

membership u pick

back of pickup

have an auction

## Wholesale

supply farmers at a farmers market

distributor

vending machine distributor

supply a veggie CSA

supply a mail order catalog

supply a store

supply a cafeteria

supply a restaurant

sell at an auction

# RAW MILK VENDING MACHINE



# FARM ROADSIDE STAND



# WHY FOCUS ON RETAIL?

- Direct to Eater
- Price maker vs Price taker
- You own the customer - communication
- People TRUST farmers

# WHY FOCUS ON U-PICK?

- On average **40%** of cost of production of most fruit is harvesting and packaging.
- Let Members do the 'work' of harvesting.

# Want this presentation?

[www.beyondorganicnztour.com](http://www.beyondorganicnztour.com)



BOOKER T. WHATLY

1987

BOOKER T. WHATLEY'S  
Handbook On

How To Make  
**\$100,000**  
Farming  
25 Acres

By Booker T. Whatley

and the Editors of

**Now Farm**

# WHATLEY'S 4 KEY PARTS

- Create a biodiverse **PYO** (Pick Your Own) small farm
- Produce **10 crops** & sell to **CMC** (Clientele Membership Club)
- Market to your CMC for **40%** of supermarket price
- Yield a **profit**

# WHATLEY'S 10 COMMANDMENTS

1. Provide year-round, daily cash flow.
2. Be a Pick-Your-Own operation.
3. Have a guaranteed market with a Clientele Membership Club (CMC).
4. Provide year-round, full-time employment.

- 5. Be located on a hard-surfaced road <40 miles (60km) from > 50,000 people, with well-drained soil & an excellent source of water.



# WHATLEY'S 10 COMMANDMENTS

- 6. Produce only what thy clients demand - and nothing else.
- 7. Shun middlemen and middlewomen like the plague, for they are a curse upon thee.

# WHATLEY'S 10 COMMANDMENTS

- 8. Consist of compatible, complementary crop components that earn a minimum of \$3,000/ acre annually (1987 = \$6,500 today).
- 9. Be covered by a minimum of \$250,000 worth (\$1 million is better) of liability insurance.

10. BE 'WEATHERPROOF', AT LEAST AS FAR AS POSSIBLE WITH BOTH DRIP AND SPRINKLER IRRIGATION.

+ Frost proof



# WHATLEY'S 10 CHECKLIST

- \_\_\_ 1. Provide year-round, daily cash flow.
- \_\_\_ 2. Be a Pick-Your-Own operation.
- \_\_\_ 3. Have a guaranteed market with a Clientele Membership Club.
- \_\_\_ 4. Provide year-round, full-time employment.
- \_\_\_ 5. Be located on a hard-surfaced road <40 miles (60km) from > 50,000 people, with well-drained soil & an excellent source of water. (LOCATION)
- \_\_\_ 6. Produce only what thy clients demand - and nothing else.
- \_\_\_ 7. Shun middlemen and middlewomen like the plague, for they are a curse upon thee.
- \_\_\_ 8. Consist of compatible, complementary crop components that earn a minimum of \$6,500/acre annually.
- \_\_\_ 9. Be covered by a minimum of \$250,000 worth (\$1 million is better) of liability insurance.
- \_\_\_ 10. Be 'weatherproof', at least as far as possible with both drip and sprinkler irrigation.

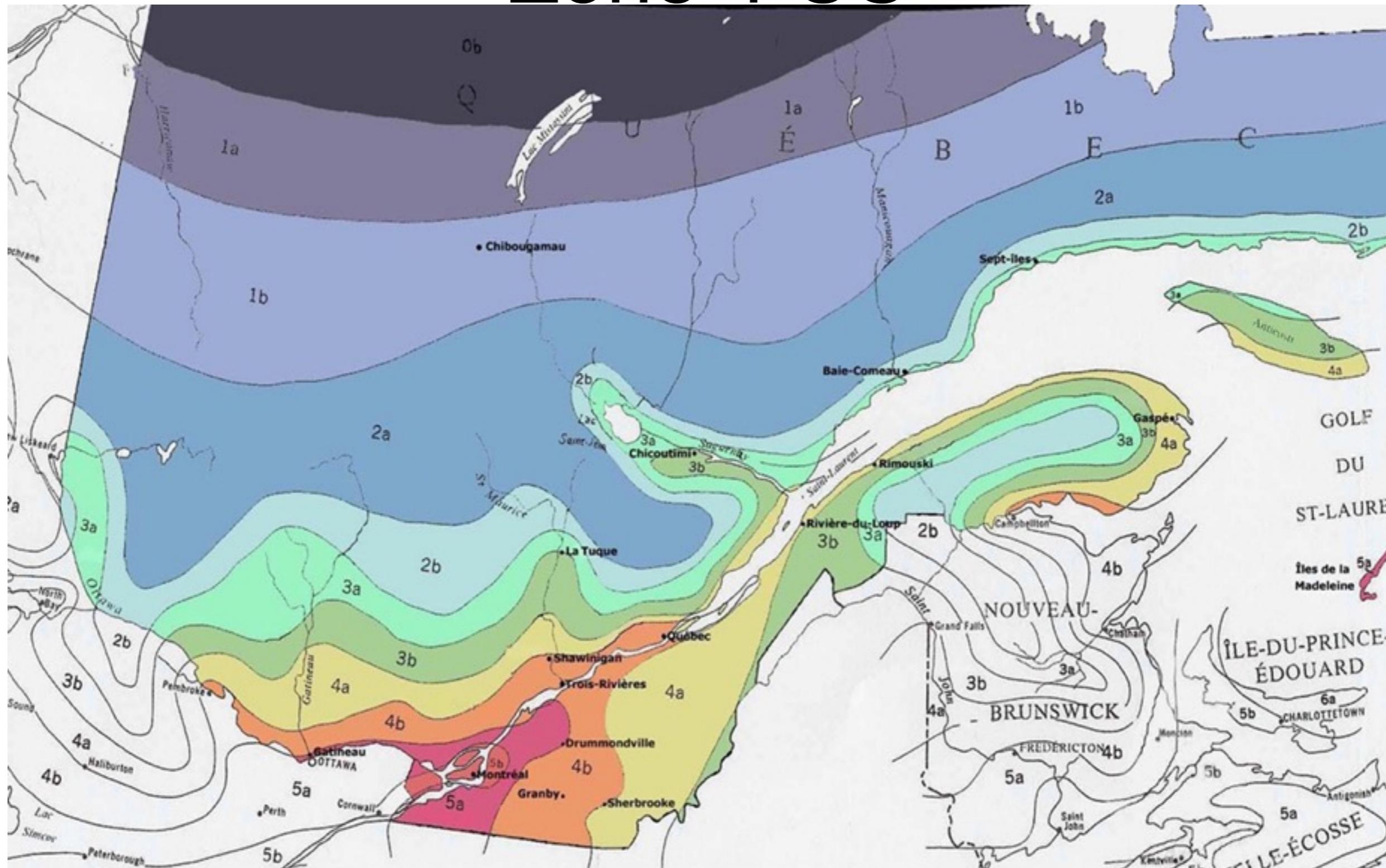
# HISTORY HOW WE SOLD

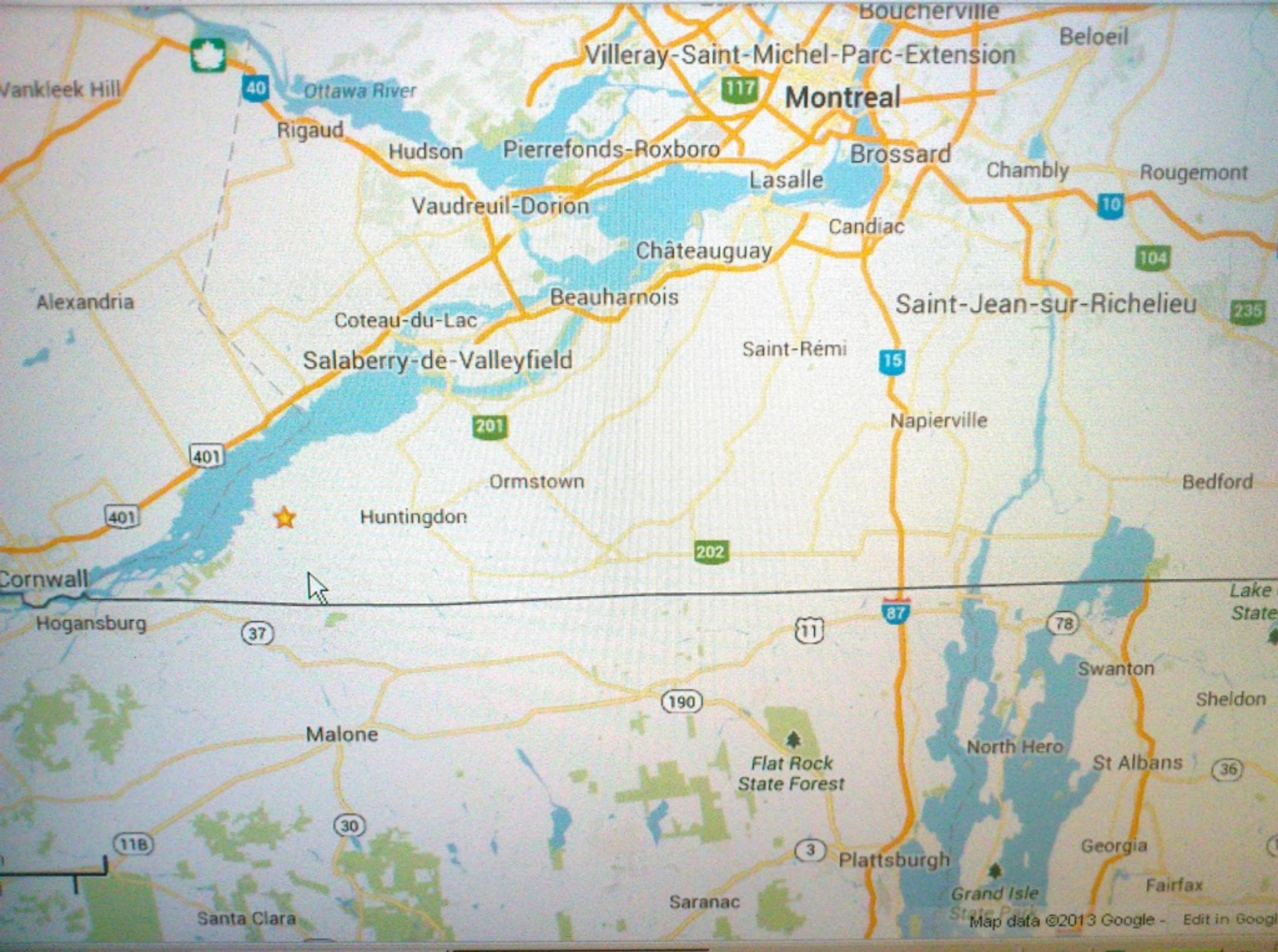
- Started with CMC, mailed a few hundred newsletters
- Got 10% response, 30 members
- 3 years, 1 crop failure = lost value
- members came from 1 hour away



START: JUST APPLES + FOWL

# Zone 5b (Canada) warmest zone Qc Zone 4 US





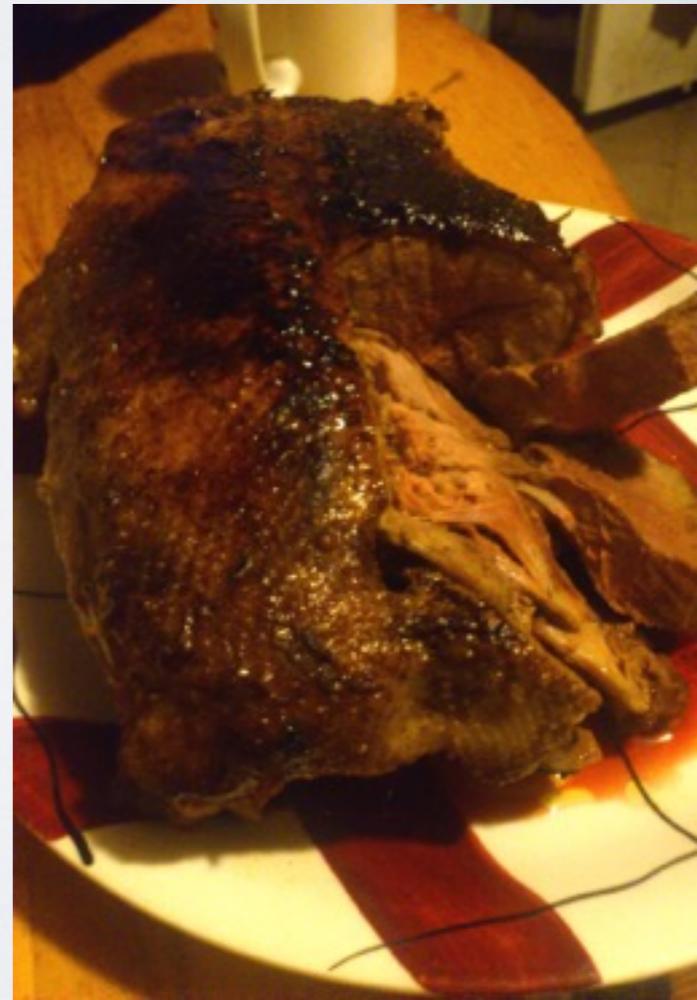
Montreal

Salaberry-de-Valleyfield



# LEARNED FROM 3 YEARS CMC

- Want to do it again, someday.
- Deposits up front for fowl = Guarantee.
- Get more local members. Goal 50:50.
- Need crop diversity.



# WANDERING YEARS

- After 3rd year we stopped Membership.
- Sold direct
- sold at a health
- food store (stand)



# WANDERING YEARS

- made deliveries (juice and apples)
- open U-Pick





# 2010 U-PICK VEGGIES

Take advantage of light and plastic mulch



U-PICK VEGGIES

# RETURN TO MEMBERSHIP

- Last 3 years
- 2012 spring frost = total loss tree fruit = a chance.
- 1st year was so so (why should I join?)

# RETURN TO MEMBERSHIP

- 2nd year (2013) = abundance
- 160 pounds (75kg) FREE APPLES for members
- =doubled membership (offer membership fee \$55 get 160 pounds of apples!!!)



FREE: 160 POUNDS (75KG) APPLES

# RETURN TO MEMBERSHIP

- 2014= Tree crop loss but had diversity.
- Full members, refuse new members.
- 1st time Member ask for refund.

# ADVANTAGES OF MEMBERSHIP

- Get some **\$ before** season starts.
- Get **\$ deposits** for meats (cover direct cost).
- Can **balance** # members with production.
- Can use members to **glean** (FREE). Like using animals!

GOAL:  
SMILE &  
FULL CART



# ADVANTAGES OF MEMBERSHIP

- You **own** the customer. Name and Email.
- You are a **price MAKER**.
- You can be **freed** from harvesting.
- You can **limit** the number.
- You can **invest** in educating members.

# HEARTWARMING



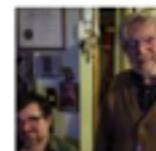
Marie-France Pelletier ▸ Les Fermes Miracle Farms

19 June 2014 · 🌐

Je suis contente d'être membre des Les Fermes Miracle Farms!!!



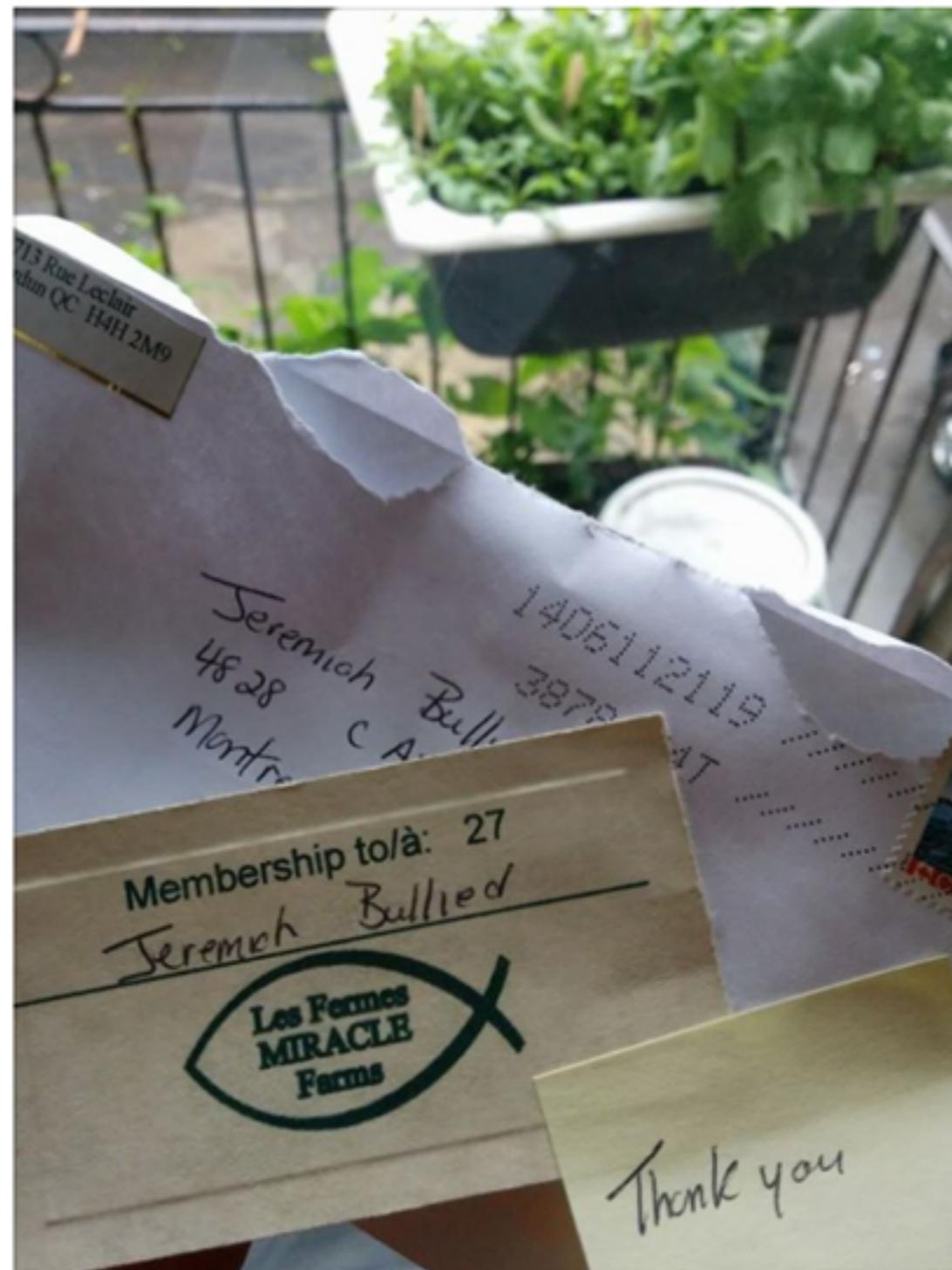
Unlike · Comment · Share



Jeremiah Bullied

13 June 2014 · 👤 ▼

Yer welcome! — with Les Fermes Miracle Farms.



Unlike · Comment · Share

👍 You, Elena Parmiggiani, Aaron Guman and 2 others like this.

# ADVANTAGES OF MEMBERSHIP

- Members will pass by other farms to come to you.
- Can sell off extra production ex. Ducks



ALWAYS EASIER TO KEEP A  
CUSTOMER THAN TO FIND A  
NEW ONE.

# LIFETIME VALUE OF CUSTOMER

- Ex. 10 years x \$200 = ??
- So each customer is worth \$2,000.
- More years, more purchased / year?



# HOW TO GET MORE YEARS, MORE \$ / YEAR?

- DIVERSITY.
- CONTACT.
- FEEL SPECIAL.



DIVERSITY OF CROPS





FLOWERS  
WITH  
YOUR  
APPLES?



MORE  
THAN  
ONE  
**COLOUR**

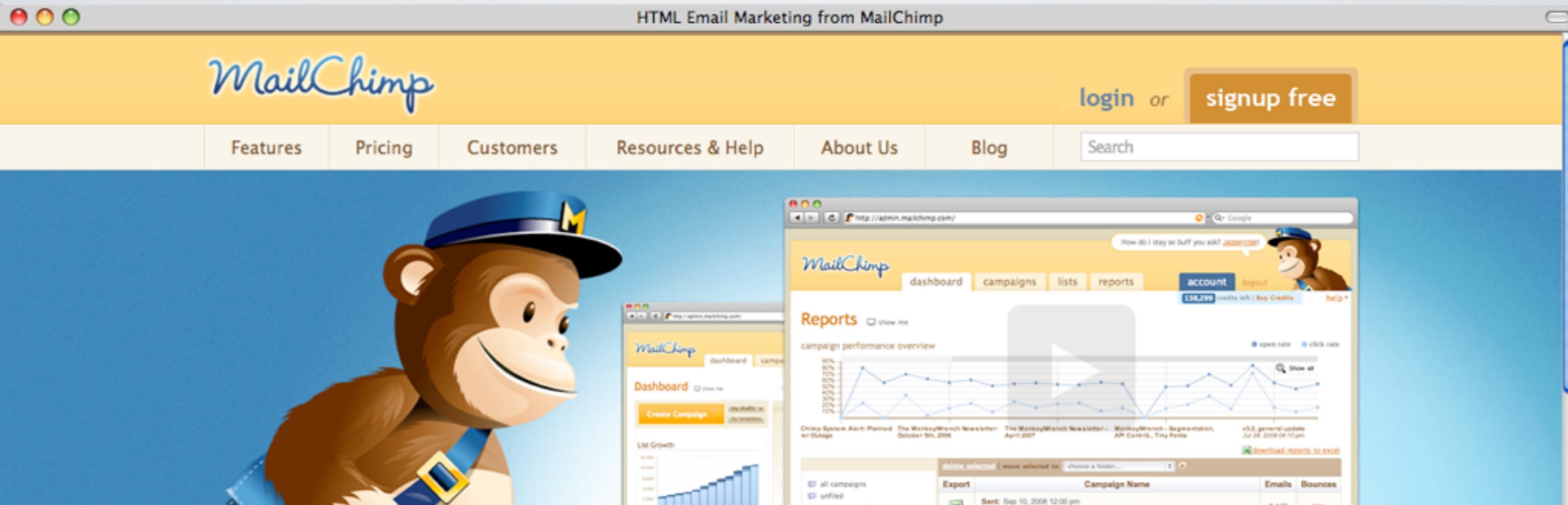


MORE  
THAN  
ONE  
SPECIES

# LIFETIME VALUE OF CUSTOMER

- **Ultimate goal** 500 members x \$1,000 = \$1/ft<sup>2</sup>  
(\$10/m<sup>2</sup>)
- **Children's children** remain members!!

# EMAIL & MAIL CHIMP TO COMMUNICATE WITH MEMBERS



The screenshot shows the MailChimp website interface. At the top, the MailChimp logo is on the left, and "login or signup free" is on the right. Below the logo is a navigation menu with links for Features, Pricing, Customers, Resources & Help, About Us, and Blog. A search bar is also present. The main content area features a large illustration of a brown monkey wearing a blue cap with a yellow 'M' and a blue messenger bag. To the right of the monkey is a preview of the MailChimp dashboard, which includes a "Reports" section with a line graph showing campaign performance and a table of recent campaigns. The dashboard also shows a "Dashboard" overview with a "Create Campaign" button and a "List Growth" bar chart.

**We Make Email Marketing Powerful, Easy & Fun!**

Start sending effective email campaigns **free** [signup >](#)

-  Manage Your Subscribers
-  Design Beautiful Emails
-  Track Your Campaigns
-  Free Subscribe Forms

EVERY PRODUCT HAS A  
STORY

# APPLE JUICE

- made deliveries (juice and apples)
- Pamphlet add to email
- In the book



OURS:

YOUR PERSONAL FARMER  
(EMAIL SIGNATURE)



OURS: BRING BACK THE  
“WOW” TO FOODS

# QUESTIONS TO HELP TELL YOUR STORY

- How do you grow your fruit?
- Do you spray?
- What do you spray?
- Do you fertilize?
- What do you fertilize with?

# QUESTIONS TO HELP TELL YOUR STORY

- What fruit do you grow?
- Do you have heirloom cultivars?
- Why do you grow/raise what you do?
- How is it picked?
- When is it picked?

# QUESTIONS TO HELP TELL YOUR STORY

- What are you striving for?
- What is the ultimate expression of what you are working towards?



# SALAD BOUQUET

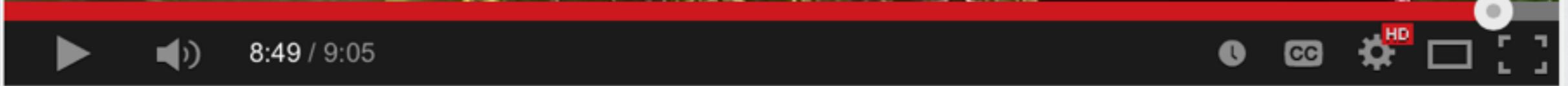
Don't just sell lettuce

# HOW TO GET MEMBERS?

- Start with your contact list.
- Offer something for free.
- Get on farm - customer websites. [eatwild.com](http://eatwild.com)

# HOW TO GET MEMBERS?

- Card or pamphlet at Alternative health professionals.
- Communicate 4-6x/ year minimum.
- A little 9 minute video. Get PR.
- Other ways?



## Miracle Farms, a 5-acre commercial permaculture orchard in Southern Quebec, Canada



**Possible**



Subscribed



108,579

# HOW TO KEEP MEMBERS?

- Keep in contact. Times / year?
- Back up your mailing list away from home.
- Offer diversity.
- Add value.

# HOW TO REFUSE MEMBERS +

- The Power of NO = want in even more.
- Offer to add them to the waiting list.
- Refer them to another farm.

# HOW WILL PEOPLE FIND OUT ABOUT YOU?

- Steps:
- 1. Hear about you.
- 2. Communicate with you (automate + personal)
- 3. Join email list. Year 1, Year 2, Year 3
- 4. Join as member.



TOURS = INFORMATION  
+ SALES TOOL

Upsell from tour to membership

GOAL:  
FULL  
PARKING  
LOT



# WHAT BUSINESS AM I IN?

Growing fruit in a  
Permaculture Orchard.



THE PERMACULTURE ORCHARD : BEYOND ORGANIC

# INFORMATION EDUCATION

Films  
Books  
Tours  
Courses  
Presentations  
Webinars  
Complement farming



# ETHICAL BRIBE

- Text: 514-830-9640 write Your Email (Q&A Book)
- [info@miracle.farm](mailto:info@miracle.farm) (Q&A Book)
- Give book = Buy films? + Buy book? + Buy course  
+buy Webinar? + Tour?

# U-PICK FARM BUSINESS

## SMILES



FUN +  
SMILE =  
FULL CART





CREATE INSPIRATION

# HEALTH BUSINESS



# MEMORIES BUSINESS





AIM FOR ABUNDANCE



AIM FOR ABUNDANCE

PEOPLE DON'T BUY A  
PRODUCT  
THEY BUY AN OUTCOME



FIRST IMPRESSIONS MATTER

From this



TO THIS

THE  
LOOK  
Flowers HELP





AISLES LOOK LIKE SHIT!







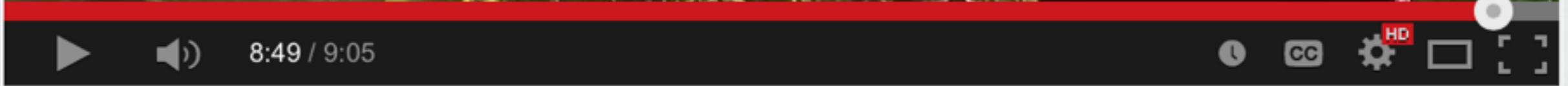
MOWED PATHS



LOVE FREE PUBLICITY

FASTEST way to grow

PEOPLE WANT TO BRAG  
ABOUT THEIR PURCHASES



## Miracle Farms, a 5-acre commercial permaculture orchard in Southern Quebec, Canada



**Possible**



Subscribed



108,579

**MIRACLE FARMS**

# Cazaville boasts largest permaculture operation in eastern North America

**Stefan Sobkowviak is working to spread the gospel of permaculture, and his work is being viewed as an appreciated worldwide. Permaculture, whose main principle is to mimic the way plants grow most successfully in nature, is currently most prevalent in Australia, but with the help of translation, Sobkowviak hopes to make information about the field available to as many people in as many countries as possible.**

**CHANTAL HORTOP**

chantal.hortop@quebecormedia.com

Sobkowviak's journey with permaculture began with a varied education: he began by studying wildlife biology, then went on to a Master's degree in animal behaviour and another in landscape architecture. His education led him to the realization that "the ones who really have the biggest decision on the land are the farmers ... farmers affect the land the most." His interest in the field began when he heard Dr. Stuart Hill speak of it at McGill: "he was talking about it before permaculture was known." Some time later, Sobkowviak also began helping to set up one of the first permaculture courses in Canada, and did not want to be



**Stefan Sobkowviak raises a variety of fruit trees, honey locust trees, vegetables, other fruits, bees and various poultry on Miracle Farms. PHOTO COURTESY MIRACLE FARMS**



# SNOWBALL EFFECT

ASK



FOOD | GARDENING | SUSTAINABILITY | GREEN LIVING  
AND OF COURSE PERMACULTURE..



Agri Vallée

FAST  
COMPANY

# TV: ASK FB FRIENDS



## LA SEMAINE VERTE

Samedi 17 h / 18 h (HA)  
Rediffusion dimanche à 12 h 30

Avec Catherine Mercier

# SUMMARY

- Ways to sell.
- Booker T. Whatley
- Our experience with membership.
- Membership advantages.
- Every product has a Story.
- How to get, keep and refuse members.
- What business am I in?
- Get PR

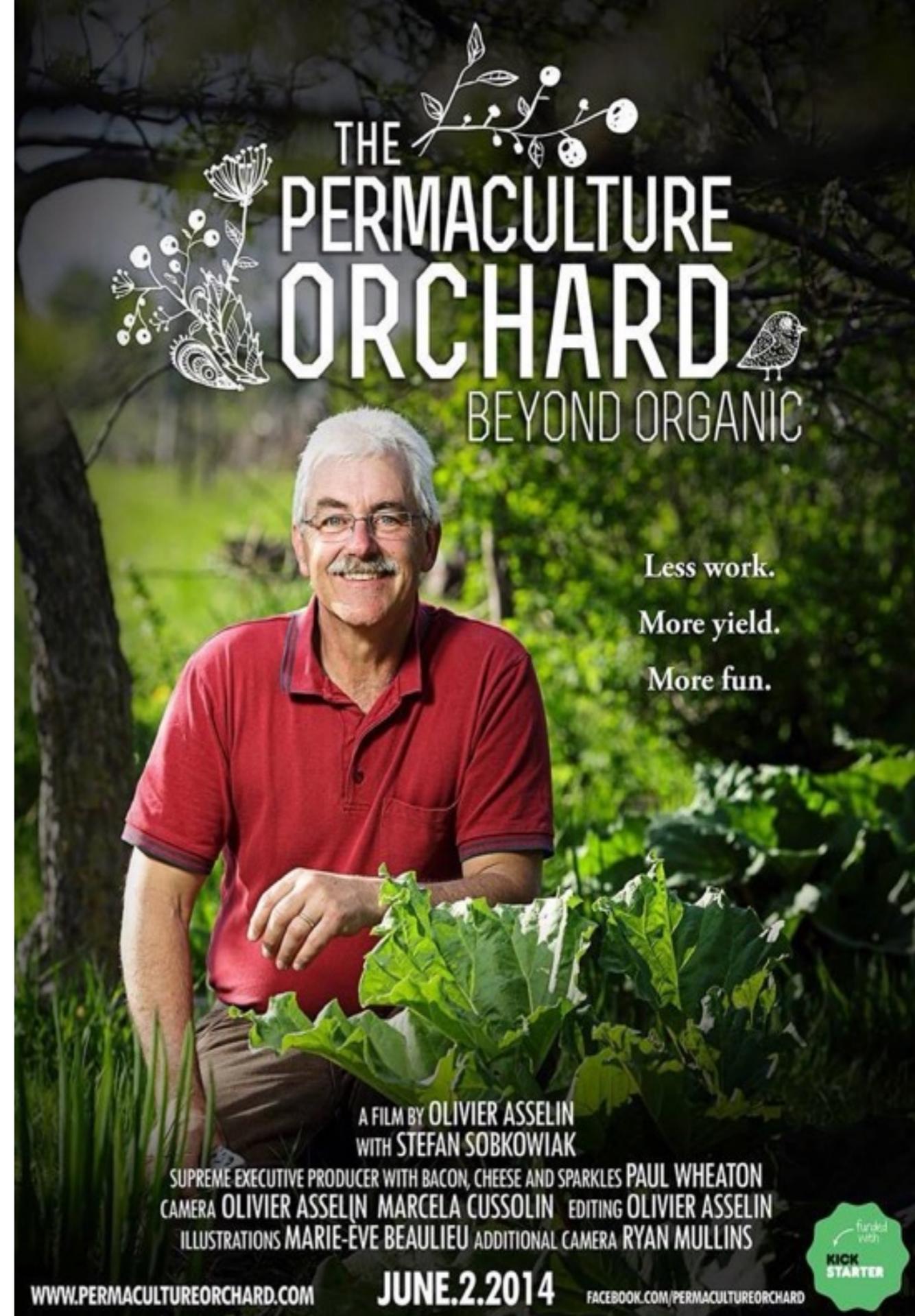
# Thank you

[Www.permacultureorchard.com](http://www.permacultureorchard.com)

[Www.miracle.farm](http://www.miracle.farm)

[info@miracle.farm](mailto:info@miracle.farm)

Stefan Sobkowiak



**THE PERMACULTURE ORCHARD**  
BEYOND ORGANIC

Less work.  
More yield.  
More fun.

A FILM BY OLIVIER ASSELIN  
WITH STEFAN SOBKOWIAK

SUPREME EXECUTIVE PRODUCER WITH BACON, CHEESE AND SPARKLES PAUL WHEATON  
CAMERA OLIVIER ASSELIN MARCELA CUSSOLIN EDITING OLIVIER ASSELIN  
ILLUSTRATIONS MARIE-EVE BEAULIEU ADDITIONAL CAMERA RYAN MULLINS

[WWW.PERMACULTUREORCHARD.COM](http://WWW.PERMACULTUREORCHARD.COM) **JUNE.2.2014** [FACEBOOK.COM/PERMACULTUREORCHARD](https://www.facebook.com/permacultureorchard)

 KICKSTARTER