

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



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 **The New 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.

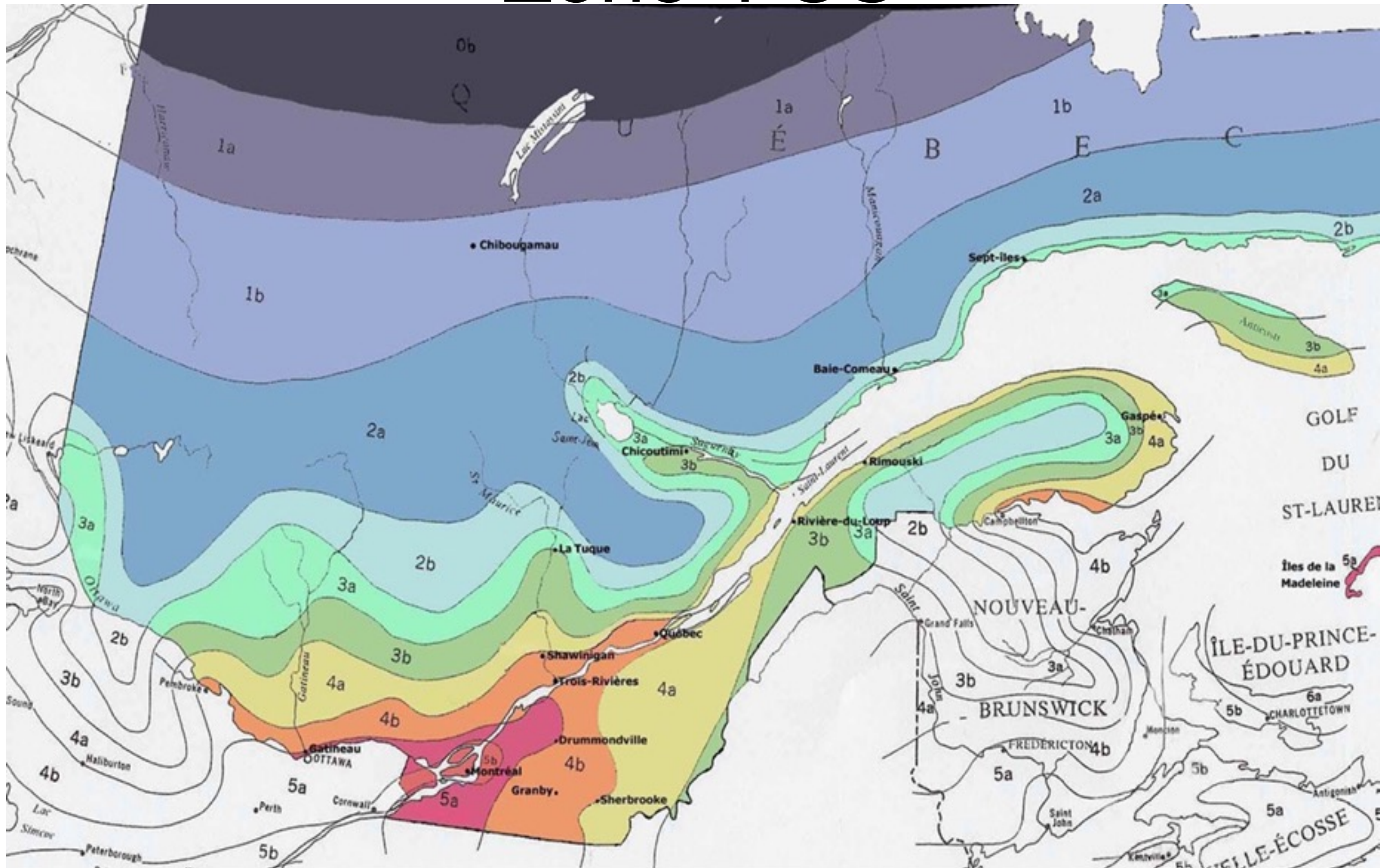
HISTORY HOW WE SOLD

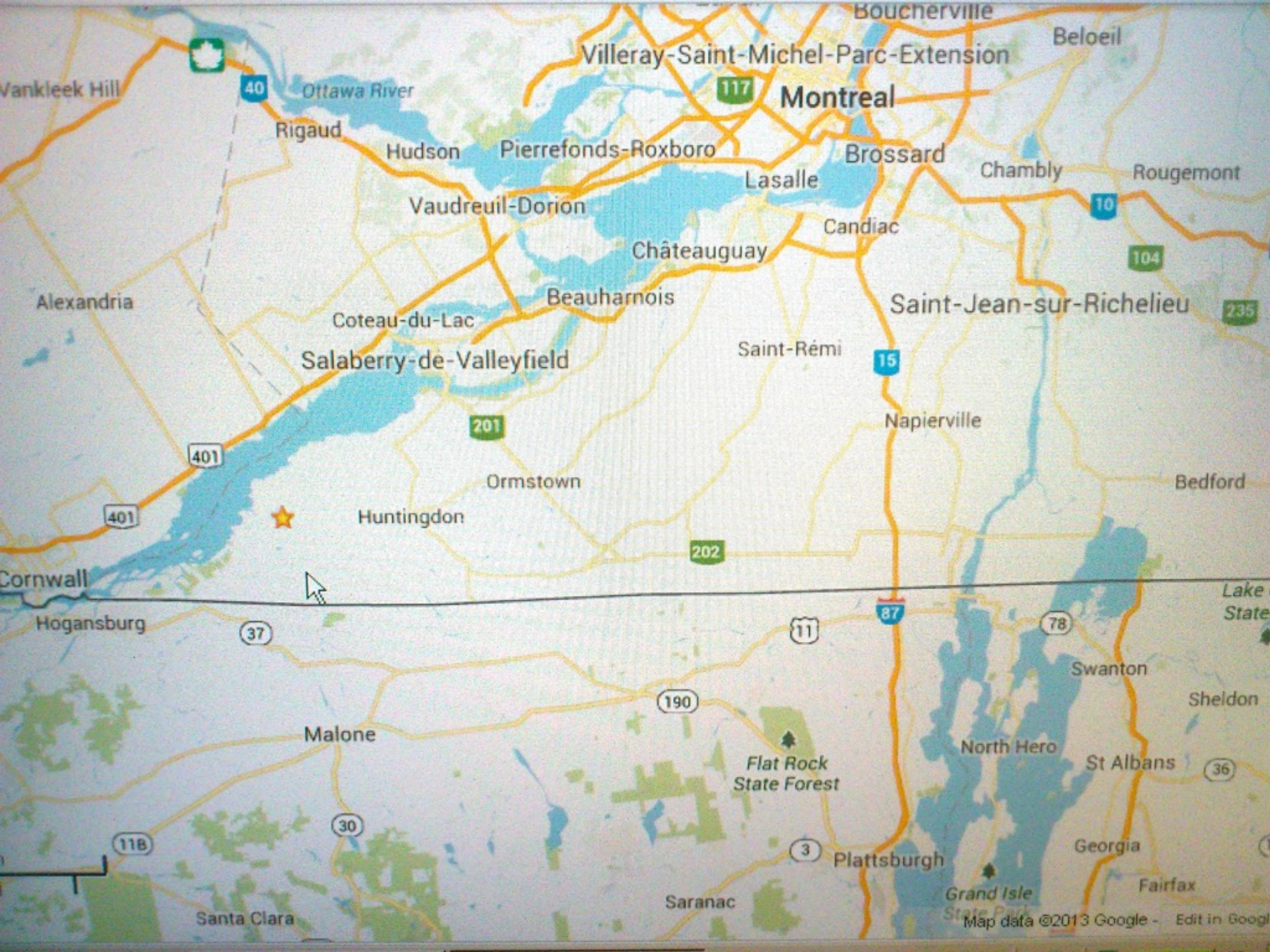
- Started with CMC, mailed a few hundred newsletters
- Got 10% response, 30 members
- 3 years, 1 crop failure = lost value
- members came from 1 hour away



START: JUST APPLES + FOWL

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





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!

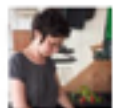
GOAL:
SMILE &
FULL CART



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!!!



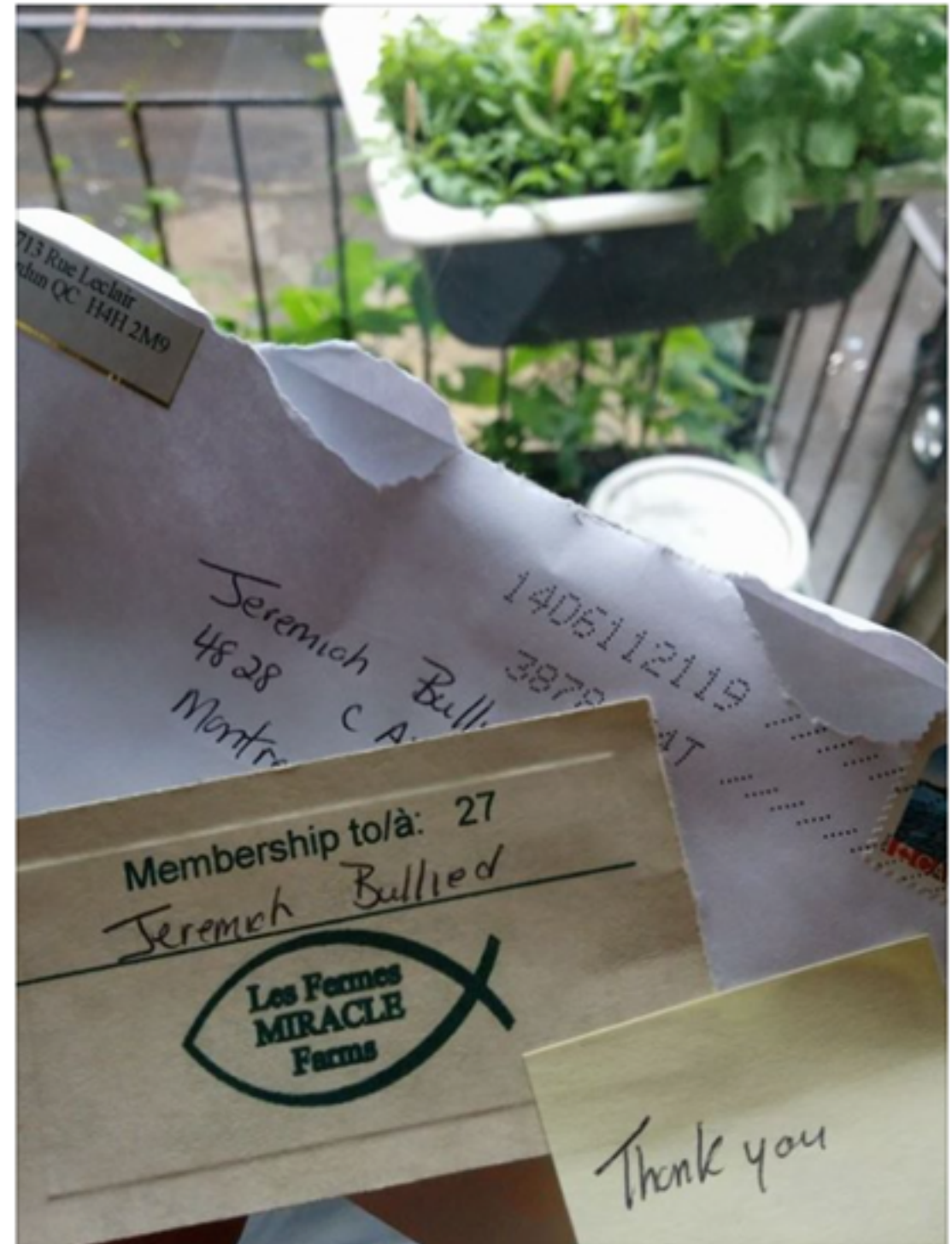
Unlike · Comment · Share



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 \times \$1,000 = \$1/ft²
(\$10/m²)
- **Children's children** remain members!!

EMAIL & MAIL CHIMP TO COMMUNICATE WITH MEMBERS



The image shows a screenshot of the MailChimp website. At the top, the MailChimp logo is on the left, and 'login or signup free' is on the right. Below this is a navigation bar with links: Features, Pricing, Customers, Resources & Help, About Us, Blog, and a search bar. The main content area features a large illustration of the MailChimp mascot, a brown monkey wearing a blue cap with a yellow 'M' and a blue satchel, walking towards the right. In the background, there are two overlapping screenshots of the MailChimp dashboard. The larger screenshot shows the 'Reports' section with a line graph titled 'campaign performance overview' and a table of campaign data. The smaller screenshot shows the 'Dashboard' section with a 'List Growth' bar chart. Below the mascot and dashboard images, the text 'We Make Email Marketing Powerful, Easy & Fun!' is displayed in a large, bold, orange font. Underneath this, it says 'Start sending effective email campaigns free' followed by a 'signup >' button. At the bottom, there are four icons with text: 'Manage Your Subscribers', 'Design Beautiful Emails', 'Track Your Campaigns', and 'Free Subscribe Forms'.

HTML Email Marketing from MailChimp

MailChimp

login or [signup free](#)

Features Pricing Customers Resources & Help About Us Blog Search

How do I stay so buff you ask? [Jawadize!](#)

MailChimp dashboard campaigns lists reports account 138,299 credits left | [Buy Credits](#) help

Reports show me

campaign performance overview

open rate click rate

90% 80% 70% 60% 50% 40% 30% 20% 10%

Chimp System Alert: Planned for Outage The MonkeyWrench Newsletter: October 9th, 2008 The MonkeyWrench Newsletter: April 2007 MonkeyWrench - Registration, API Credits, Tiny Fonts v3.2, general update Jul 28, 2008 04:10 pm

download reports to excel

delete selected move selected to: choose a folder...

Export Campaign Name Emails Bounces

all campaigns unified

Sent: Sep 10, 2008 12:00 pm 8,147 164

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

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?



8:49 / 9:05



HD



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.



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 (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



8:49 / 9:05



HD



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



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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



TV: ASK FB FRIENDS



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

Stefan Sobkowiak

