



Making Your Small Farm Profitable: Apply 25 Guiding Principles/Develop New Crops & New Markets/Maximize Net Profits Per Acre

By Ron Macher

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Turn your farm into a cash cow! Ron Macher offers a host of simple strategies for increasing your farm earnings, from purchasing durable equipment to growing economically viable crops. A seasoned expert in farm efficiency, Macher shows you how to locate a lucrative niche market for your products, optimize sales, and minimize costs. Whether you're buying a new farm or jump-starting an old one, Macher's savvy tips will help you turn your enterprise into a profitable business.

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Editorial Review

Review

"...your road map for planning a successful journey into the vast and diverse landscapes of agriculture in the years ahead." -- *Howard W. "Bud" Kerr, Jr., Former Director, Office of Small-Scale Agriculture, U.S. Department of Agriculture*

From the Back Cover

Small Farms Can Equal Big Pay!

Choose the right products, process and market them effectively, and you too can join the ranks of top-earning farmers, some of whom gross nearly \$100,000 per acre. Whether you're buying a new farm or jump-starting an old one, Ron Macher's down-to-earth advice on planning, farming, and marketing you'll soon make your farm profitable -- and find satisfaction doing it.

Macher shares proven methods for farming smarter and explores today's new crops, new livestock, and new markets that translate into new ways to make money. *Making Your Small Farm Profitable* explains how to:

- Exploit lucrative niche markets that others overlook
- Plan for optimal farm efficiency
- Determine equipment requirements and estimate machinery costs
- Compare costs against profit for common vegetables and livestock
- Sell your products a dozen different ways

About the Author

Ron Macher is publisher and editor of *Small Farm Today*, a magazine read by 26,000 farmers in the 50 states and in 15 countries. He has also written the Storey title, *Making Your Small Farm Profitable*, a book filled with proven methods and reasonable planning, farming, and marketing advice. Ron has been a farmer for more than 30 years. His success has rewarded him many times, including being named one of the top 25 agricultural leaders in the United States by *Farmer's Digest* as well. He currently serves on the Missouri Governor's Advisory Council on Agriculture and on the USDA-SARE (Sustainable Agriculture Research and Education) Executive Committee.

Users Review

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