



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.

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