



How to Earn \$30,000 Profit Per Acre With a Regenerative Farm

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that works to ensure that all food-producing animals are raised in a humane and healthy manner.



Larissa McKenna & Samantha Gasson

FACT's Humane Farming Program Team

Email Larissa: lmckenna@foodanimalconcerns.org

Email Sam: sgasson@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/

FACT's services to support livestock and poultry farmers include:

- **Turkey Directory** – deadline is September 25!
- **Conference scholarships** (ongoing)
- **Customized handouts** (ongoing)
- **Free webinars** (ongoing)
- **Humane Farming Mentorship Program** (applications available in October)
- **Fund-a-Farmer Grants** (applications available in November)

Our Presenter



Jeff Siewicki

Vital Mission Farm in South Carolina



How to earn \$30,000 profit per acre with a regenerative farm

Who is this for

- 1. Beginners-** Learn how to easily secure orders while growing food regeneratively
- 1. Advanced-** Learn how to lower your costs and increase profit 700%

Meet Jeff Siewicki

Regenerative Farmer and Coach

- A** Live on 9 acre regenerative farm in SC with wife and 2 kids
- B** I believe that small regenerative farms can change the world
- C** Teach farmers how to have a profitable regenerative farm
- D** Founder of <https://regenerativesuccess.com>



Email Questions: Jeff@regenerativesuccess.com



Presenter

- Presenter for Carolina Farm Stewardship Association
- Presenter for Sustainable Ag Conference
- Presenter for Farm to Consumer Legal Defense Fund

Editor

- Contributing Editor to APPPA Grit magazine
- Contributing Editor Chicken Whisperer Magazine

Awards

- 2021 and 2022 ACRE Grant Recipient for Agricultural Entrepreneurship
- SEWE and Certified SC Featured Farm

Jeff Siewicki

Problem

**How much revenue does the average
small farm gross per year?**

Half of all US farms gross less than \$10,000

90% gross less than \$350,000



I had No Time for Family





Spent \$80,000 on buying the latest equipment and trying different business models



Focus on Pastured Poultry Only

Over 50 Chef and Restaurant Partners!



Increased Profit Margin by 700% with Farmer's Markets





\$200,000 annually on just 7 acres raising pastured poultry

3 Secrets to Success

Secret #1: How to net \$30,000 profit per acre with a regenerative farm

Secret #2: How to secure more sales orders than you can handle without using social media or email

Secret #3: How to increase your farm profit 700%

Secret 1:

How to net \$30,000 Profit per acre with a regenerative farm

Regenerative Agriculture



Reduce Inputs

1.Helps the Environment

1.Saves You Money

Saving \$1 > Making \$1

Regenerative Agriculture

1.Minimize Inputs

1.No Waste

1.Integrate/Diversify



1. Minimize Inputs



Feed

Seeding pastures

2. No Waste



Utilize Manure



Recycle waste

3. Integrate/Diversify



Multispecies grazing together

Integrating Plants and Livestock

Silvopasture

The Most Productive Agricultural System



Pastured Poultry



Cattle



- ❑ 1 cow per acre
- ❑ 800 pounds sellable meat
- ❑ 1.5 years to reach harvest weight

vs

Pastured



15,000% more efficient

- ❑ 400 birds per acre
- ❑ 2000 pounds of sellable meat
- ❑ 8 weeks to harvest weight

Vegetables

vs

Pastured



❑ 12-16 weeks til harvest

❑ 80-120 hours labor/week

❑ high inputs

❑ very high risk

❑ 8 weeks to harvest

❑ 15-20 hours labor/week

❑ lower inputs

❑ medium risk

Magic Moment

Figure out how to make \$30,000 per acre with
pastured poultry so you can quit your job



How to generate \$30,000 profit per acre

A: One acre of land, raise 500 meat birds

500

B: \$20 profit per bird

\$10,000 profit

C: 3 cycles of birds per year

birds/acre/year

1500

D: Total Profit

\$30,000/acre/year

E: Bonus: Tree crops/sheep/pigs/lease

per acre

\$40-50k

02 Secret 2:

How to secure more sales orders than you can handle without using social media or email



In-Person Marketing

not social media or email

“Without that first chef believing in me and buying 2 dozen chickens when I first started, I don’t think the farm would have made it”





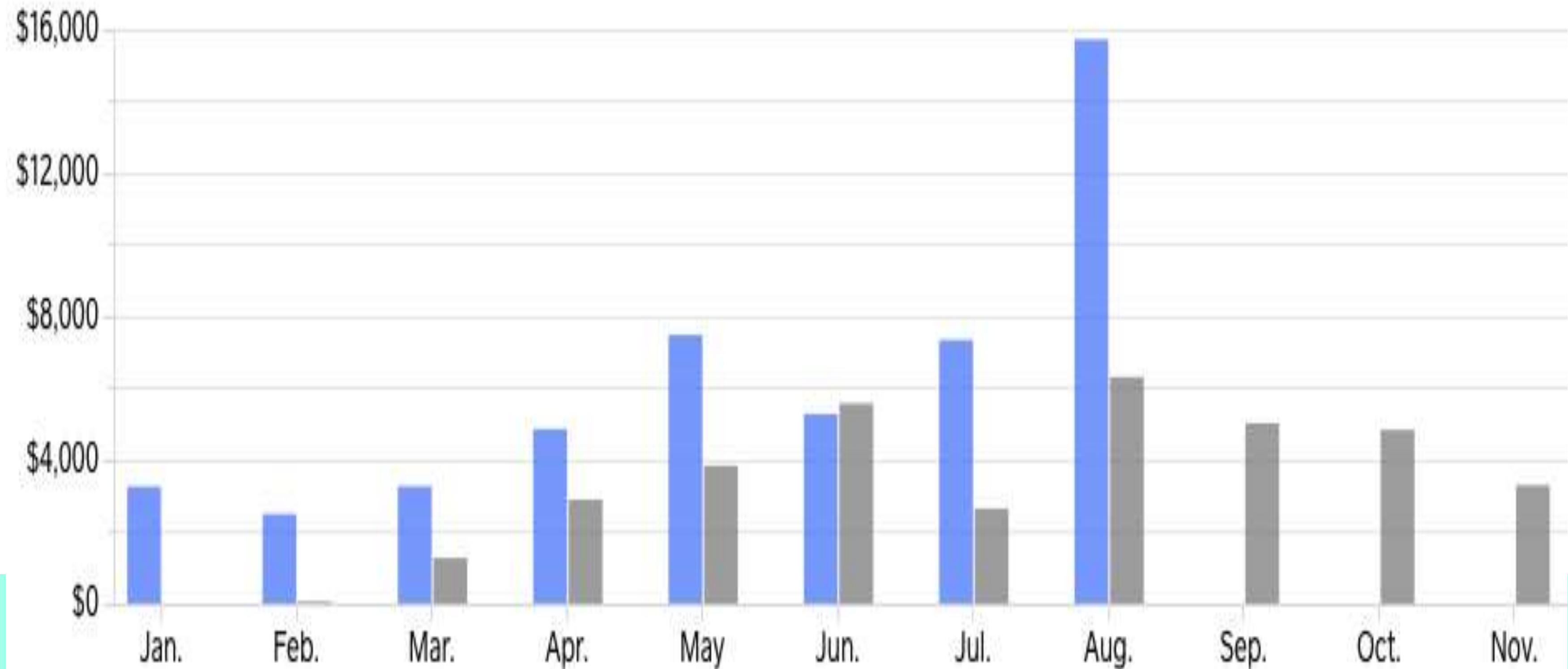
- 1 Grow food that is healthier for people, sequesters carbon and builds soil
- 2 Worked with over 50 chefs and restaurants
- 3 In addition to restaurants, gross over \$3000/week selling direct to consumer
- 4 Quit my full time job to farm

YEARLY GROSS SALES

2021 compared to previous year.

+120.04% more in sales so far than in 2020. Use Square Marketing to boost your sales. [Try it free or learn more.](#)

● 2021
● 2020



Result:

Selling direct to restaurants and wholesale outlets can make a huge impact financially



How to Market to Chefs



Initial Contact

- Email
 - Phone
 - In Person
-
- *Find out who makes the purchasing decisions...Get their name (usually head chef)*
 - *Find out best time to stop by*

How to Market to Chefs

Initial Contact

- Email/Phone

Advantages

- Setup appointment
- Chef is prepared and gives you undivided attention

Disadvantages

- Chef is busy
- Probably won't respond
- May respond with a no without even hearing your spiel

How to Market to Chefs

Initial Contact

- In-Person

Advantages

- Can get that face time
- Build Rapport
- Know, Like, and Trust
- Put Name with Face

Disadvantages

- Chef is busy may not come and talk to you



How to Market to Chefs

Your Message (In Person)

- Short, Concise
- 4-5 sentences
- Who, What, Why, How
- Differentiate yourself



How to Market to Chefs

Your Message (In Person)



FAQ's

- Delivery schedule
- Payment schedule/methods
- Insurance
- Processing

How to Market to Chefs

Your Message (In Person)



- Be Prepared for FAQ's and pushback
- Price

How to Market to Chefs

Your Message (In Person)

- Closing statement
- Get their contact information
- Give them sample
- Give them your card



How to Market to Chefs

Follow Up



- Send *short* follow-up email with summary within 48 hours
- I want “Your Professional Opinion” of the sample

How to Market to Chefs

Follow Up



Chef Jason Stanhope FIG

- No response is not a “No”
- Keep following up once a week kindly, without badgering until they say Yes or give you a definitive No

How to Market to Chefs

Follow Up



Sales Message

- “I can bring you a couple birds when I am in the area next week if you want to do some experimenting, would that be ok?”

3 Secrets to Success

Secret #1: How to make \$30,000 per acre with pastured poultry so you can quit your job

Secret #2: How to get more sales orders than you can handle

Secret #3:

Secret 3

How to increase your farm income 700%

How to increase your farm income 700%

1. Sell more volume

1. Sell at a higher profit margin



1. Sell more Volume

- 1 Get to the next level with wholesale
- 2 Farm supports you rather than your job
- 3 Sell product quickly and consistently
- 4 Stability with a Contract



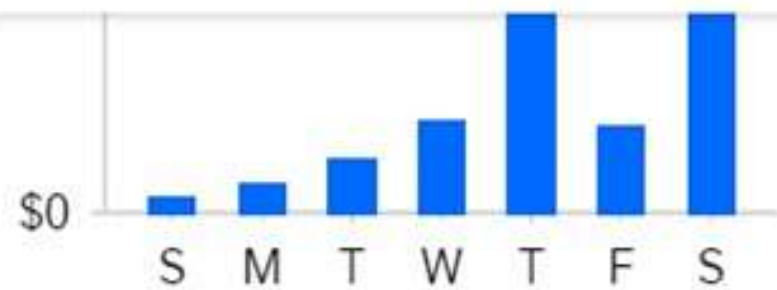
How to increase your farm income 700%

2. Sell at a higher profit margin

- **Direct to Customer**
- **Farmer's markets, farm stand, events**

Farmers Markets

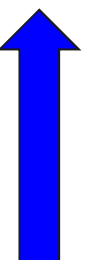
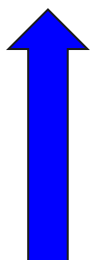




	4/1-4/30	5/1-5/31	6/1-6/30	7/1-7/31	8/1-8/31
Returns	(\$32.00)	\$0.00	\$0.00	\$0.00	\$0.00
Discounts & Comps	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Sales	\$4,832.00	\$7,485.00	\$5,282.00	\$7,343.00	\$15,713.50
Tax	\$61.51	\$96.21	\$83.95	\$129.11	\$329.48
Tips	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Gift Card Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$4,893.51	\$7,581.21	\$5,365.95	\$7,472.11	\$16,042.98

700% Increase in Profit

Product	Retail Price	Wholesale Price	Cost of Goods Sold	Wholesale Margin	Retail Margin	Wholesale \$ per item	Retail \$ per item
Small whole duck	\$36.00	\$30.00	\$20.00	33.33%	44.44%	\$10.00	\$16.00
Total of Value added products per duck	\$102	\$70	\$32.60	53%	68.00%	\$37.40	\$69.40



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\$10,000 profit

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D: Total Profit

\$30,000/acre/year

E: Bonus: Tree crops/sheep/pigs/lease

per acre

\$40-60k

For Example:



**Result: This strategy I learned
increased my net profit by 700%**

But I Live in the Middle of Nowhere...



**Customers are always within 2
hour drive**

3 Secrets to Success

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Secret #2: How to secure more sales orders than you can handle without using social media or email

Secret #3: How to increase your farm income 700%

Free eBook:

**Learn How to Dominate at the
Farmer's Market**

<https://regenerativesuccess.com/farmersmarket>

Email: jeff@regenerativesuccess.com