

# The Heritage Farm Startup

Bradley Taylor  
LJ Woods Farm  
Revival Foods

A Story of...



Love



Life



Death



Destruction

AND



Screaming Goats!!!!

Starring



Pine Trees



Pineywoods Cattle



# Spanish Goats



Gulf Coast Native  
Sheep



Ossabaw Island Hogs



# Choctaw Hogs



Marsh Tacky Horses



# Working Dogs



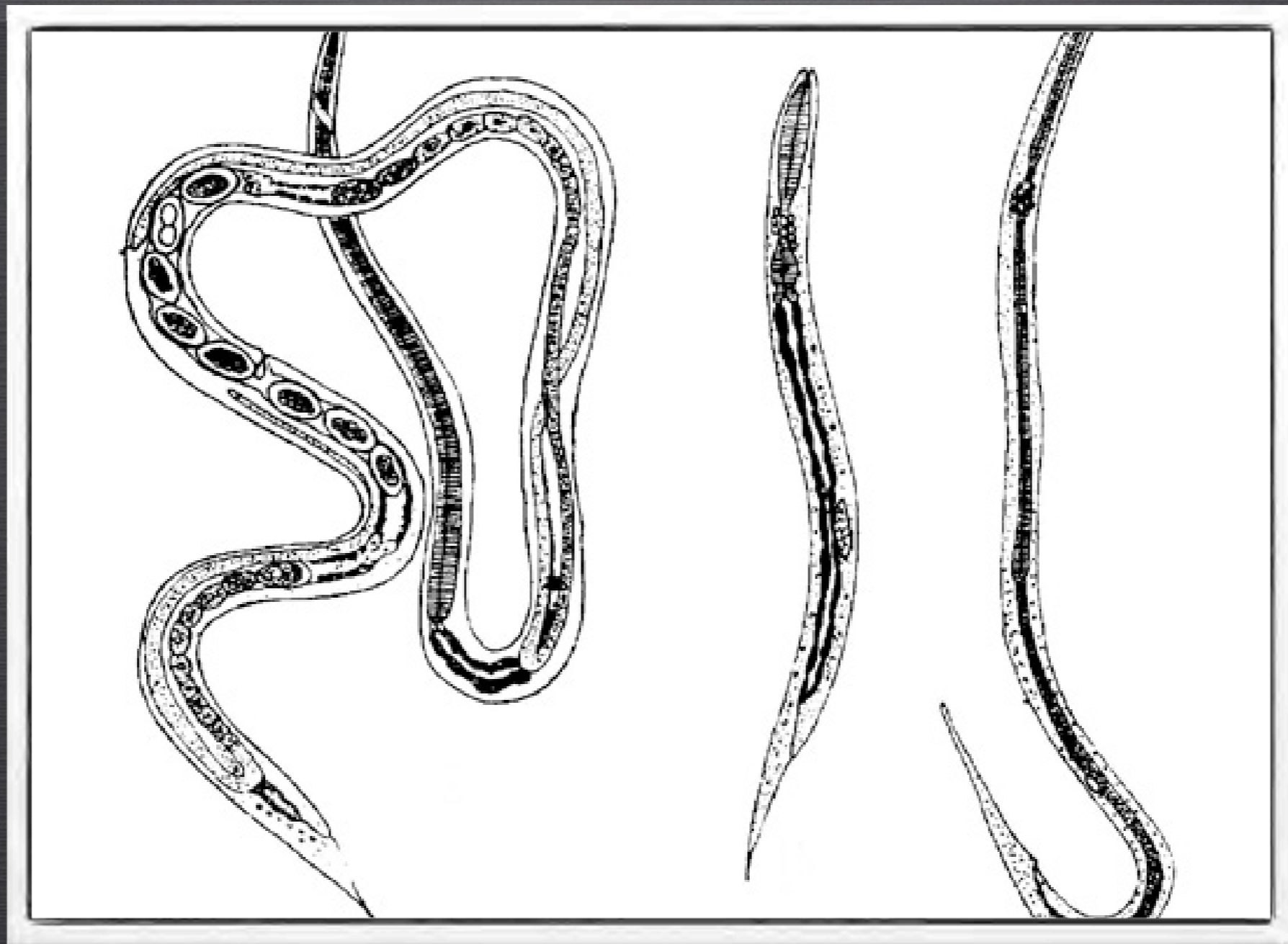
Duehnoll

00 16 2011 10:24:46

# Wildlife



Stumps



# Parasites

AND



Toxic plants!!!!

The year: 2011



Location:  
Sylvania, GA

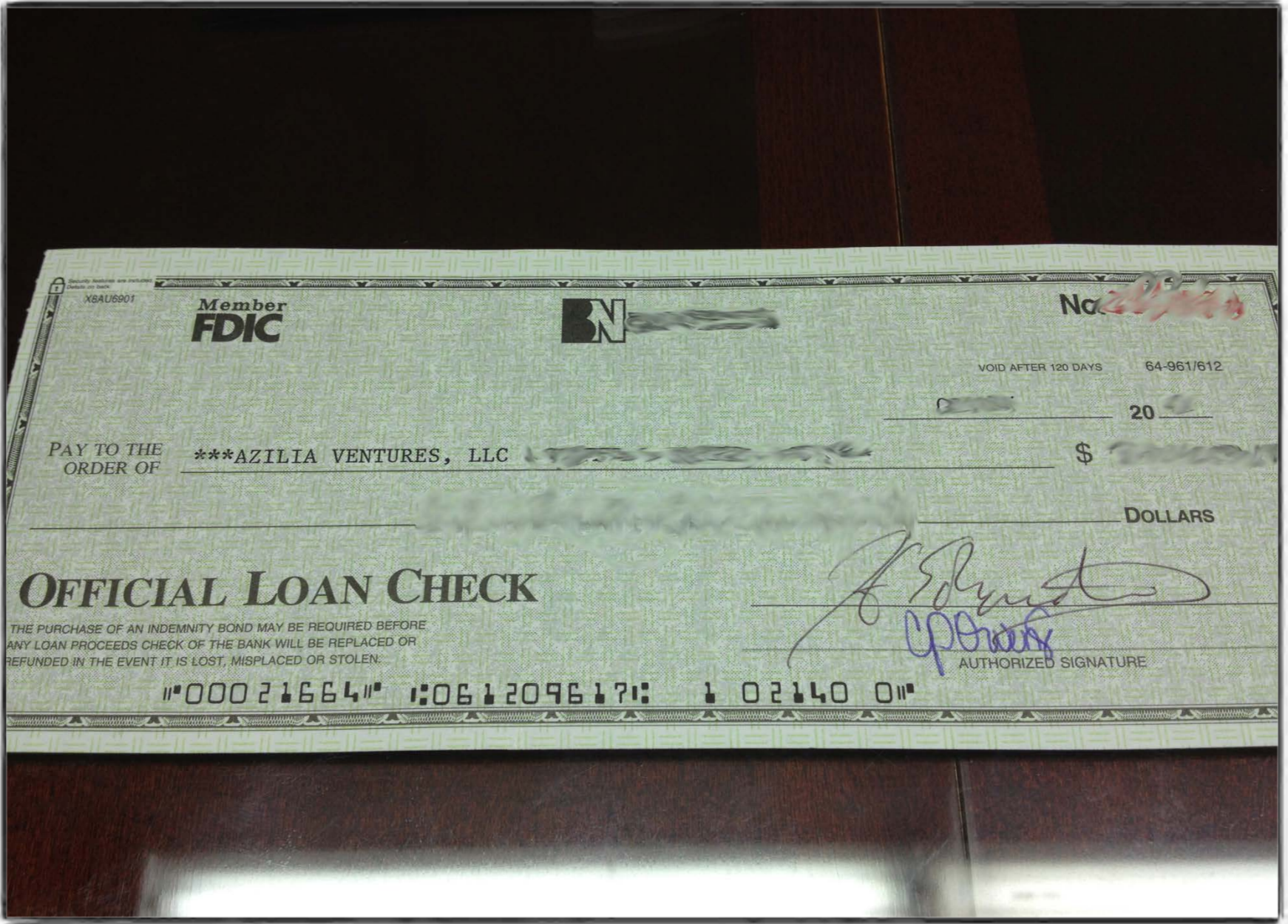
A computer nerd  
decides he wants to  
grow up to be a  
farmer...

The Mission: Create a sustainable, low input, profitable, farming enterprise while utilizing Southern Heritage breeds, managing wildlife, and creating a mixed use agroforestry based landscape.

(really, this isn't fiction)

(some days I wish it  
was)

# The 10 Step Plan



1. Buy timberland



2. Create pasture



# 3. Fence



## 4. Setup Water



## 5. Buy Animals



6. Let 'em breed



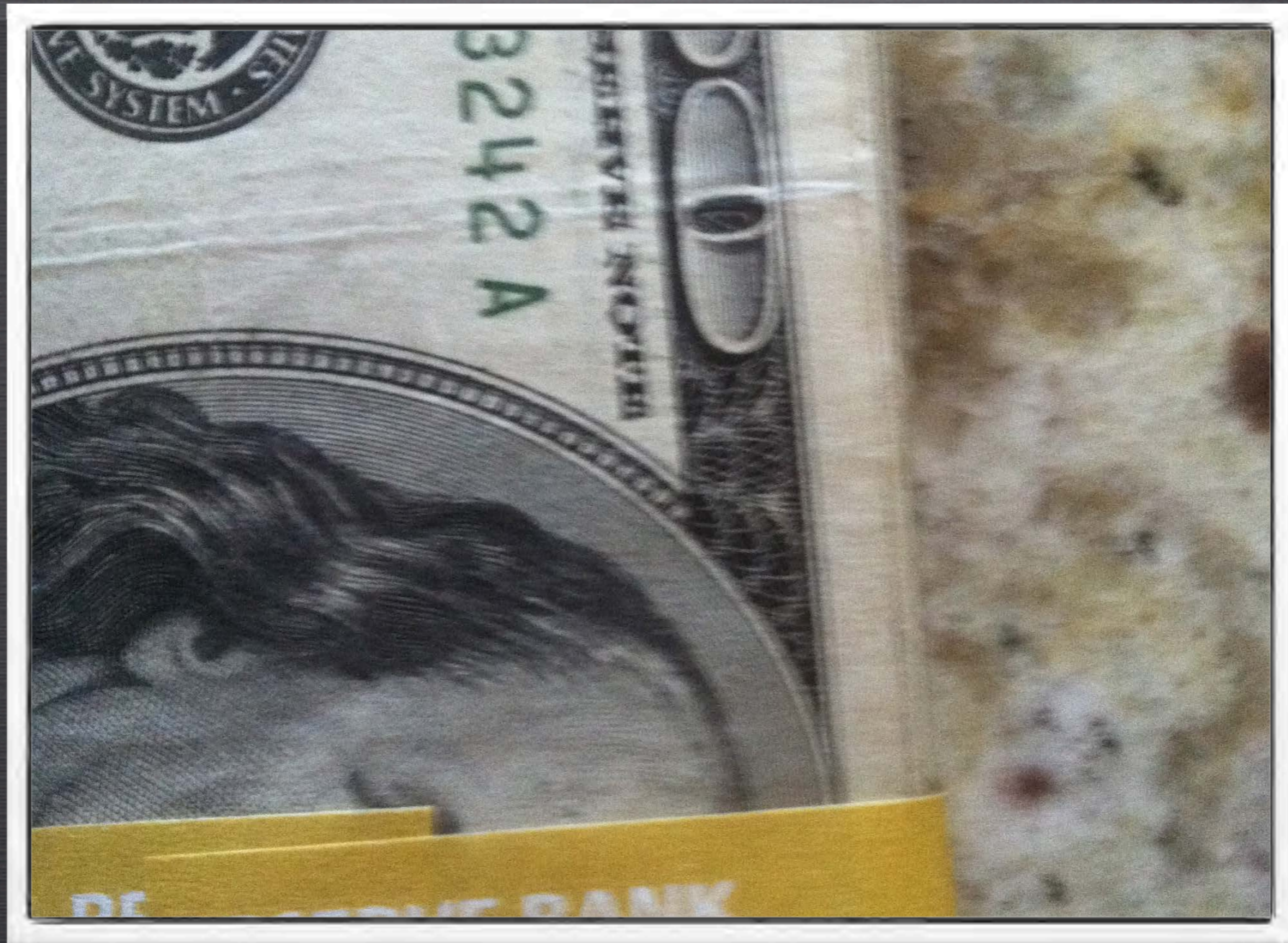
7. Watch 'em grow



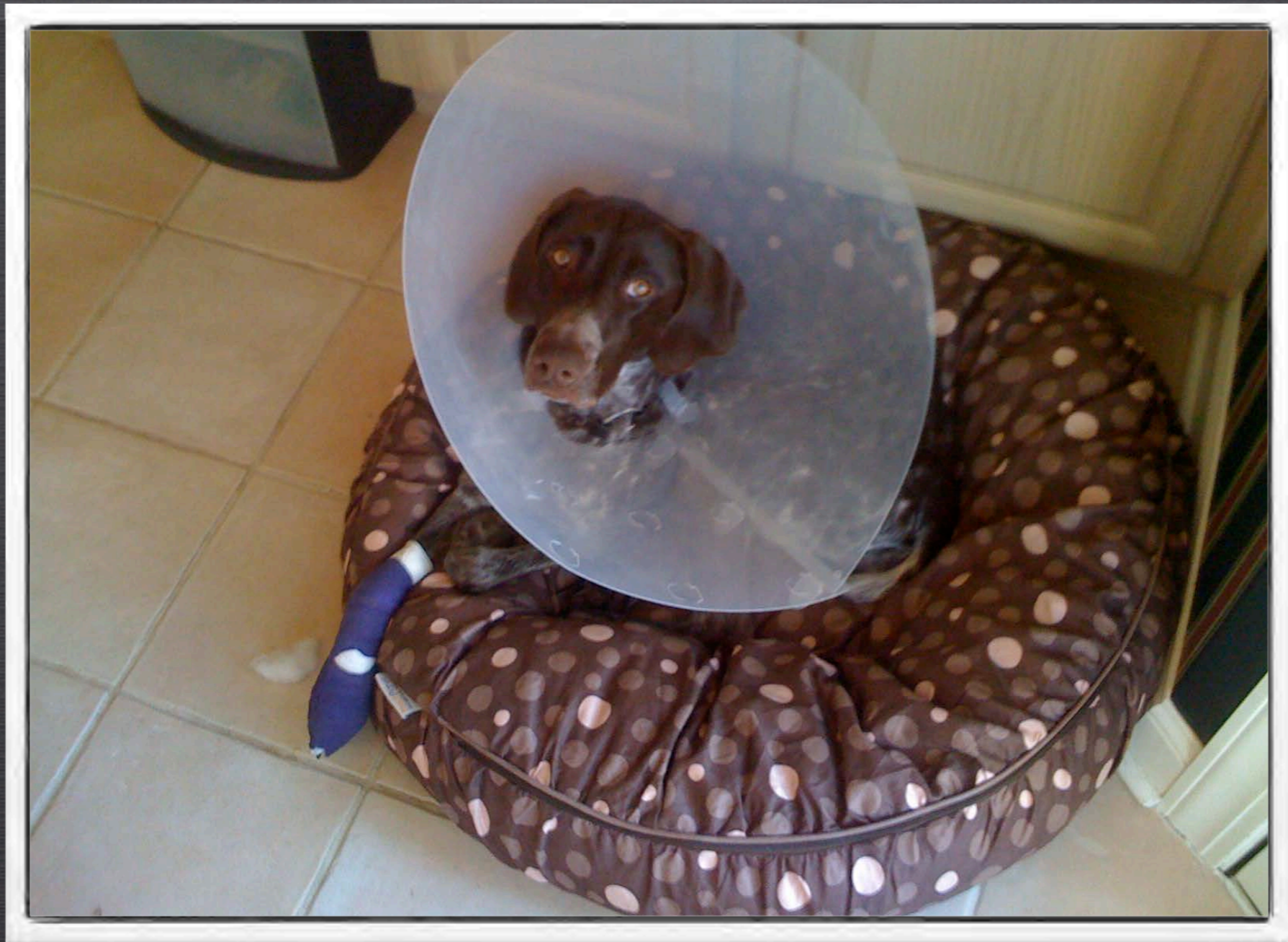
## 8. Process Animals



## 9. Sell meat



10. Profit!!!!



Profit? Hahahahahaha  
ha!

80% complete

Pasture and profit are  
the hard ones.

(the relationship is  
painfully clear now)

# Observations from the new guy

Must find the balance  
of Livestock  
production, Market,  
and quality of life.

These breeds are  
endangered for a  
reason.

Proper management  
of multiple genetic  
bloodlines at scale  
adds complexity.

Silvopasture  
conversion is very  
challenging.

Forage establishment  
is difficult while  
growing a business.

There are very few  
profitable, full time  
farmers to emulate.

Farmer sustainability  
and livestock  
conservation are  
related.

Retail margins only  
justify labor/QoL cost  
at scale.

Wholesale markets  
create supply  
problems at scale.

Logistics makes me  
sad.

But not as much as  
parasites.

Quality time with the  
animals, family and  
land is constantly  
under attack.

There is a reason why  
farms are run by  
families.

Pigs are omnivores.

The answer to 9 out of  
10 questions is  
GOATS!

# Successes

- Selling a ton of heritage meat per month
- Available 3 days per week via Farm a La Carte
- Available at SCAD and local restaurants
- Articles in ALBC, Stockman Grass Farmer, Urban Farmer

Questions?



T-shirt Giveaways

[bradley@revivalfoods.com](mailto:bradley@revivalfoods.com)

@bradleyktaylor