

# Choosing Heritage Breeds for Success - Sales & Marketing Coaching

Workshop by Melody S. Nye of Melo Farms, Yale Michigan

# Workshop Objectives

- Share lessons learned
- Challenge you to growth
- Provide customizable forms



# Why- Heritage Breed Farming



# What's Your Story

**Committed to  
sustainable....**

**Grass  
pastured from  
day 1....**

**No hormones,  
antibiotics....**

**Humane  
husbandry ....**

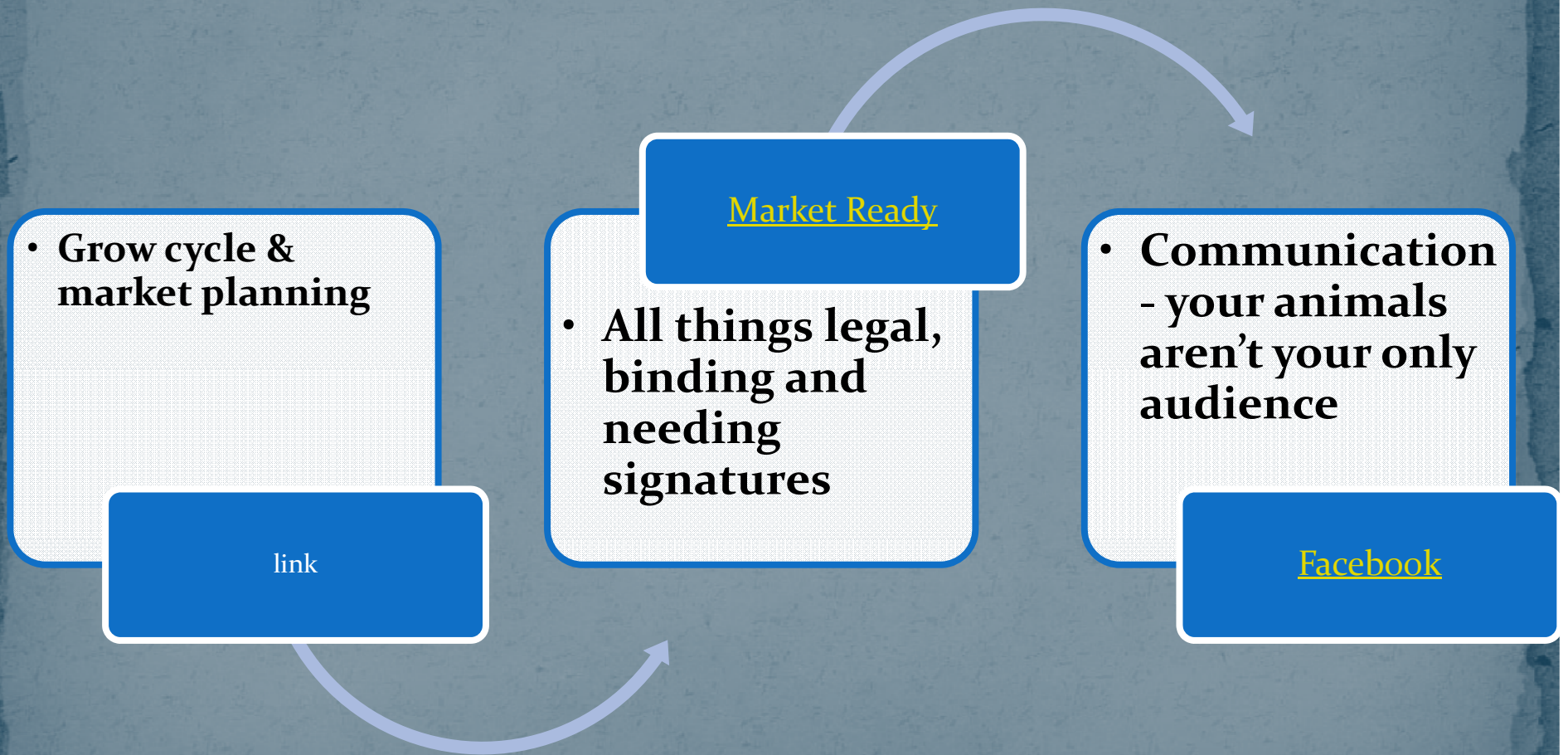




# ALBC Quick Reference Guides

- Pigs
- Chickens
- Beef
- Turkeys

# Business Planning - Know your Goal



July						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	★ 4	5	6	7	8	9
10	11	12	13	14	15	16
					Proc b.30 males	
17	18	19	20	21	22	23
			proc b.20 females / m			
24	25	26	27	28	29	30
31	e.100 chicks			Proc c.30 males		

August						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
					Proc c.30 males/f	
7	8	9	10	11	12	13
		proc c.30 remaining				
14	15	16	17	18	19	20
	f.100 chicks			Proc d.25 males		
21	22	23	24	25	26	27
				Proc d.25 males/f		
28	29	30	31			

September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
					Proc d.20 female	
4	★ 5	6	7	8	9	10
	g.100 chicks		process d and e			
11	12	13	14	15	16	17
				Proc e.30 males		
18	19	20	21	22	23	24
				Proc e.30 males		
25	26	27	28	29	30	
				Proc e.30 males/f		

October						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
			Proc remaining e.30 fe			
9	★ 10	11	12	13	14	15
		Proc f.30 males				
16	17	18	19	20	21	22
		Proc f.30 males/f				
23	24	25	26	27	28	29
30	★ 31	Proc f.30 remaining fe				

November						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	★ 11	12
13	14	15	16	17	18	19
20	21	22	23	★ 24	25	26
27	28	29	30			

December						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
★ 25	26	27	28	29	30	31

- Chicks arrive
- Processing
- Dibberville
- Order Chicks

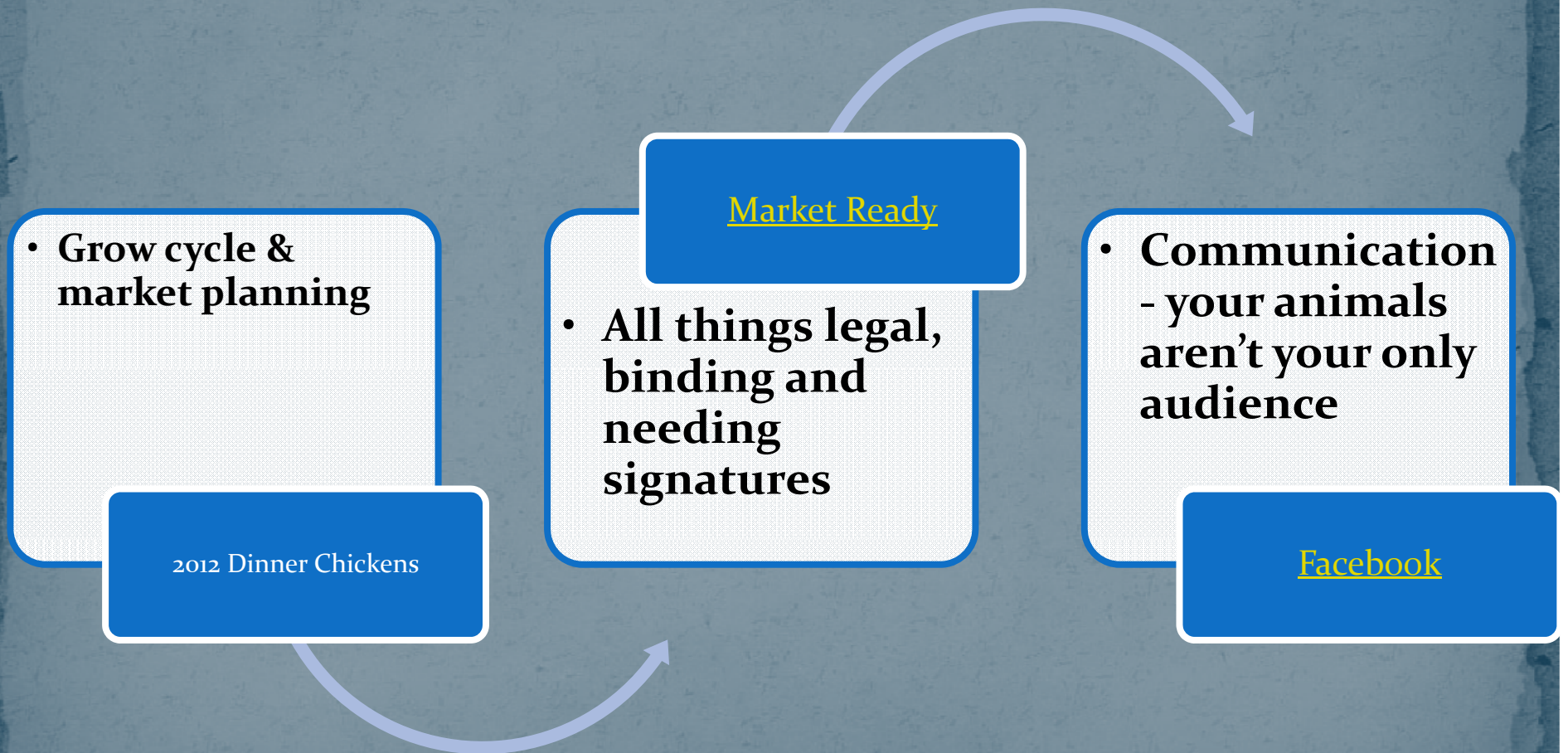




# Seasonal Chicken Timeline 10-12 week live

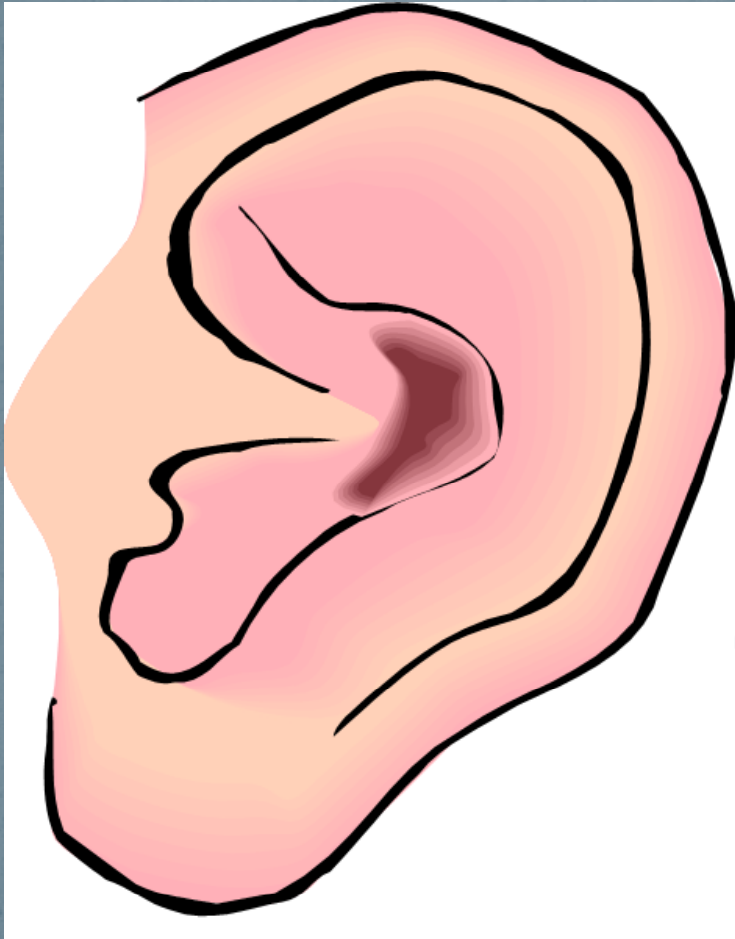


# Business Planning - Know your Goal





# Sales – Do you want some?

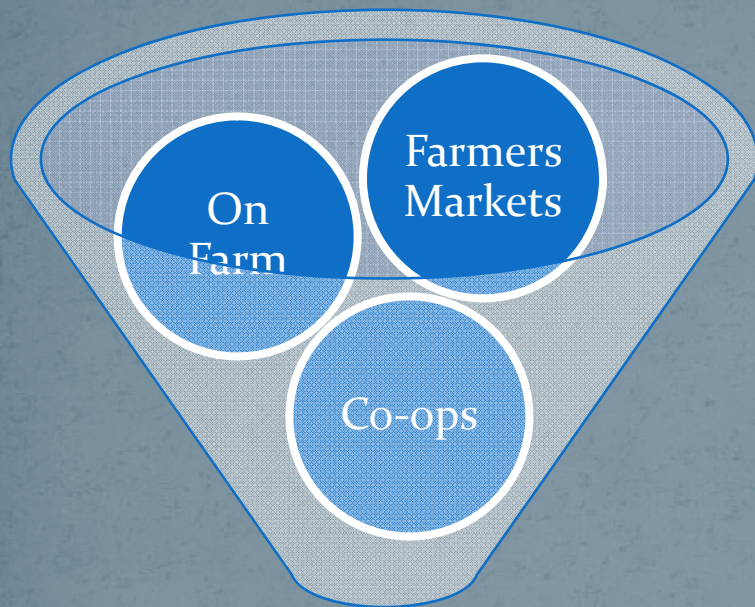


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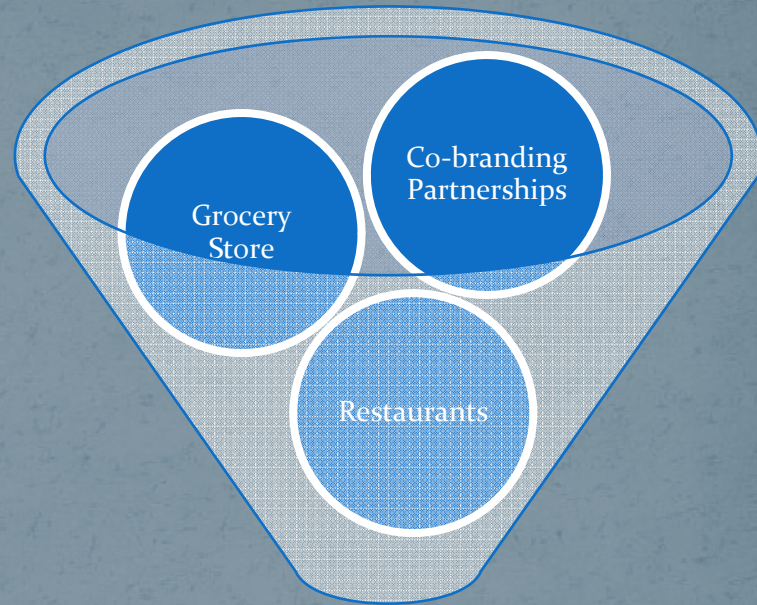




# This little piggy went to market



Melo Farms



Melo Farms

**Heritage**



**Husbandry**



**Growth**



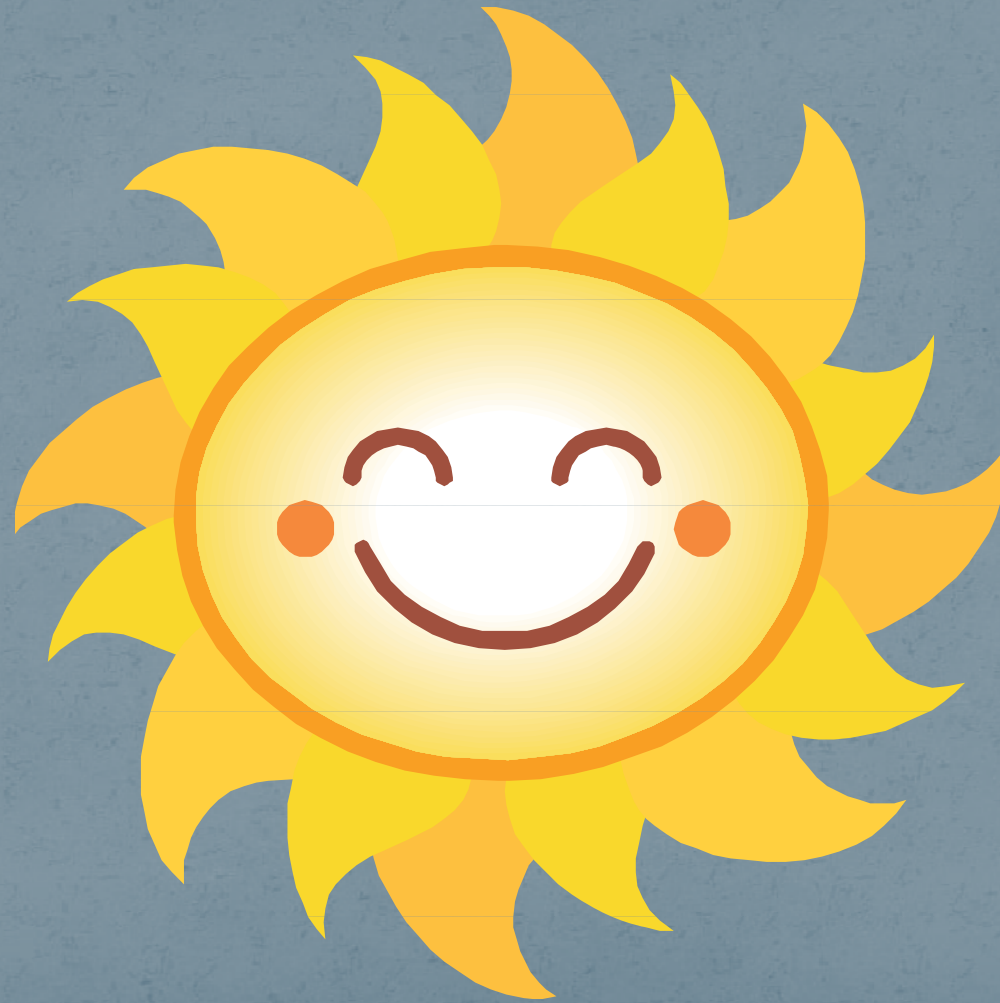
Image – Imagine the lens 24/7

Integrity Builds Strength

Record, Photograph and  
Blog



The Answer is Yes









# Farming Revenue Reality

**Table 830. Family Farm Household Income and Wealth, 2005 to 2009, and by Gross Sales, 2009**

[In dollars, except for number of farms. Based on Agricultural Resource Management Survey (ARMS) Phase III. A family farm is defined as one in which the majority of the ownership of the farm business is held by related individuals. Nearly all farms (97 percent in 2009) are family farms. The farm operator is the person who runs the farm, making the day-to-day management decisions. The operator could be an owner, hired manager, cash tenant, share tenant, and/or a partner. If land is rented or worked on shares, the tenant or renter is the operator. For multiple-operator farms, a principal operator is identified as the individual making most of the day-to-day decisions about the operation. About 40 percent of farms have more than one operator, but three-quarters of these are operated by a husband-wife team. Therefore, both operators are considered part of the principal operator household. Minus sign (–) indicates loss]

Item					2009			
					Total	Gross sales		
	2005	2006	2007	2008		Less than \$10,000	\$10,000 to \$249,000	\$250,000 or more
Number of family farms . . . . .	2,034,048	2,021,903	2,143,398	2,129,869	2,131,007	1,281,788	639,270	209,949
<b>INCOME PER FAMILY FARM HOUSEHOLD</b>								
Net earnings from farming activities . . . . .	14,227	8,541	11,364	9,764	6,866	–8,661	2,615	114,609
Off-farm income of the household . .	67,091	72,502	77,432	70,032	70,302	75,493	66,562	49,999
Earned income . . . . .	46,034	51,674	58,933	50,761	50,852	56,386	44,729	35,713
Off-farm wages and salaries . . . .	34,876	38,481	48,947	42,606	43,852	50,119	37,007	26,439
Off-farm business income . . . . .	11,158	13,193	9,986	8,155	7,000	6,267	7,722	9,275
Unearned income . . . . .	35,283	20,827	18,499	19,271	19,450	19,107	21,833	14,286
Total household income, mean <sup>3</sup> . . .	81,317	81,043	88,796	79,796	77,169	66,832	69,177	164,609



# A Relationship With Your Food



# Be the Trusted Resource



TRUST

I'm not upset that you lied to me,  
I'm upset that from now on  
I can't believe you!

buncee.com

# Rarefied Air – Bask in it!

- We are rock stars!
- Animal husbandry and those of us who raise heritage animals for food are less than 1% of the American population
  - 2009 – 2,131,007 Family Farms
  - 2009 – 97% of all farms were family farms
  - [Stats at a glance](#)

**Melo Farms  
Chicken Brats**

*Ingredients: chicken, salt, fresh herbs,  
garlic, spices, dextrose*

*Preservative free and made with all-natural  
chicken*

*1 lb. package*

*Sausage is frozen & raw  
Made with Corridor Sausage Co.  
1801 Division St., Detroit, MI 48207*

# Sales Creativity

- [Virtual Pig Plan](#)
- [Melo Farms Buyers Club](#)

# Your Personal Task List





# Sample Documents

## Melo Farms

Heritage Turkey Order Form  
(2012)

### Customer Info

Name		Phone	
E-Mail:			
Deposit Amount		Date	

### Agreement

- ▲ Melo Farms agrees to provide \_\_\_\_\_ fresh heritage Turkey(s) which will be processed at a USDA inspected processing facility. (Info available upon request)
- ▲ The customer has provided a \$25 deposit for each Turkey ordered and this amount will be credited toward the final purchase price. The purchase price is the final processed weight of the Turkey(s) @ \$5.25 per pound.
- ▲ Heritage Turkeys are raised free range, are fed supplemental soy-free feed. Hens should average 12 pounds and toms 18 pounds.
- ▲ In order to provide a fresh (not frozen) turkey, the customer agrees to pick-up their order at Melo Farms, 6187 Connell Rd, Yale, MI 48097 on November 20<sup>nd</sup> or 21<sup>rd</sup>.
- ▲ The customer understands that their deposit is not refundable unless Melo Farms is unable to deliver the turkey(s) due to circumstances beyond their control.



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**Start Now!**

**Starter**  
Great for Personal Sites

as low as  
**\$3.75** per month

**Start Now!**

**Enhanced**  
Perfect for Businesses

as low as  
**\$7.50** per month

**Start Now!**

**Pro**  
Ideal for Online Stores

as low as  
**\$16.67** per month

**Start Now!**

Pricing shown based on 2-year plan

Package Details Click the '?' for more details	Free	Starter	Enhanced	Pro
Site Building Tools ?	✓	✓	✓	✓
Mobile Website ?	Mobile Site With Ads	Ad-Free Mobile Site	Ad-Free Mobile Site	Ad-Free Mobile Site Plus Premium Features
Ad-free ?	-	✓	✓	✓

# Assets – Inspiration & Short Cuts

[Melofarms.com](http://Melofarms.com)