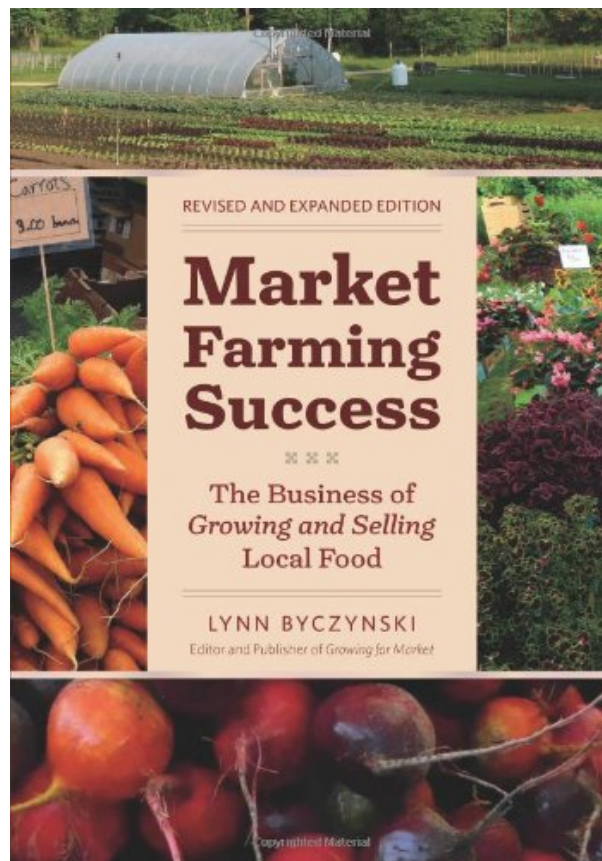
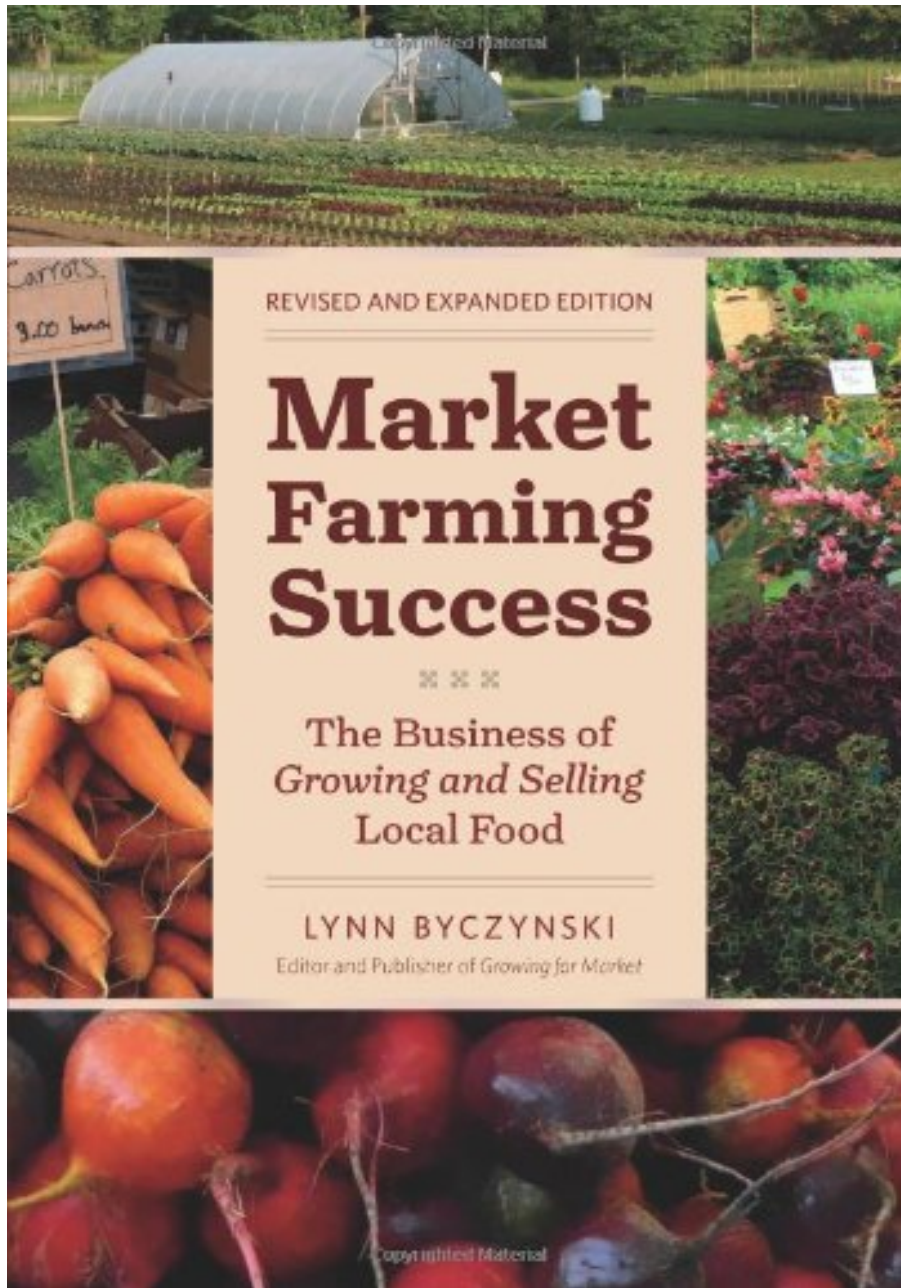


# MARKET FARMING SUCCESS: THE BUSINESS OF GROWING AND SELLING LOCAL FOOD, 2ND EDITON BY LYNN BYCZYNSKI



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## Review

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“With over 20 years of market gardening experience and teaching others the ins and outs of it via her wonderful publication, Growing for Market, Lynn Byczynski has created an up-to-date guidebook for direct-market farmers. Whether you grow vegetables, berries, herbs, plants, or other horticultural crops, Market Farming Success is a practical must-read. I took home useful bits of advice about sizing and building hoopouses, different trays and inserts for seeding transplants, storing leftover seed, bed mulches, working with restaurants, creating good intern relationships, types of insurance to consider as a market gardener--and found an appendix full of places to seek out more information. The stories and photos of farms around the

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#### About the Author

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An insider's guide to market gardening and farming for those in the business of growing and selling food, flowers, herbs, or plants.

Market Farming Success identifies the key areas that usually trip up beginners and shows how to avoid those obstacles. This book will help the aspiring or beginning farmer advance quickly and confidently through the inevitable learning curve of starting a new business.

Written by the editor of Growing for Market, a respected trade journal for market farmers, Market Farming Success condenses decades of growing experience from every part of the United States and Canada. It focuses on the factors that are common to market gardeners everywhere and offers professional advice that includes:

- How much you'll need to spend to start a market farming business;
- How much you can expect to earn;
- Which crops bring in the most money and whether you should grow them;
- The essential tools and equipment you will need;
- The best places to sell your products;
- How to keep records to maximize profits and minimize taxes;
- Tricks of the trade that will make you more efficient in the greenhouse, field, and market.

This new Chelsea Green edition of a 2006 classic is greatly updated and expanded, and includes full-color photos, charts, and graphs, plus many inspiring and instructive profiles of successful market-farming pioneers.

- Sales Rank: #464582 in Books
- Brand: Byczynski, Lynn
- Published on: 2013-09-30
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x 7.00" w x .75" l, .0 pounds
- Binding: Paperback
- 288 pages

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#### Most helpful customer reviews

13 of 13 people found the following review helpful.

If you're looking to grow food to sell, start here!

By dealfinder500

This book doesn't really cover any topic in extreme detail, but enough to make you realize there's more to it than you thought.

Here's a couple of things I learned:

1. Instead of trying to just blindly sell all that you can and hope you make a profit, figure out how much profit you (realistically!) want to make. So if you need to make \$10,000 profit, realize that you'll need to sell

about twice that to cover your costs... so you need to bring in \$20,000. Then, determine how many lbs of tomatoes, or heads of lettuce, etc., that you'll need to sell to get make that. And then you'll know how many plants you need to start with. That makes a lot of sense, but I had never thought of it that way.

2. Some very helpful tips about selling at a Farmer's Market. Using lots of color, making sure it looks like you have an abundance of product (rather than keeping most out of site and putting out a little as needed). Making sure your pricing is clear - I, too, can't stand it when the prices aren't clear, I usually just pass. And be distinctive with your product - instead of selling plain ole green beans, sell "Blue Lake Green Beans". And raise up the surface to a slight slant, so that the produce shows clearly.

3. Concerning the IRS. I had no idea the difference between a Hobby Farm and a business. You need to make sure you are keeping very careful, detailed records in case the IRS tries to call you a hobby farm.

And there's lots more good info in there.

6 of 7 people found the following review helpful.

textbook

By MNature

This is a great book for someone thinking about starting a small farming operation. I teach a class on this subject and will be using parts of this book for that.

3 of 3 people found the following review helpful.

Essential Resource

By Brenda Sexton

This book covers all the basics required for a small scale farm. If space does not allow detail on any topic, the author provides ample resources that WILL provide details. An absolute essential read for anyone considering starting a market vegetable, fruit, berry or flower farm. The goal of this writer is to make more startups successful by sharing the good and bad experiences of many farmers and the ideas and solutions those farmers have evolved.

A must read.

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