



# The Farm to Market Handbook: How to create a profitable business from your small farm

By Janet Hurst

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**Transform your pastime into your livelihood.** If your sweet corn is tall, your brood of chickens is beautiful, and your half-dozen goats give delicious milk, then you know firsthand the rewards of running a small farm. But what if you could turn that Do-It-Yourself hobby into a long-term source of regular income? Nurturing a healthy harvest is only half the battle--what you *really* need to know is how to create a successful and sustainable business. In *The Farm to Market Handbook*, veteran dairy-goat farmer **Janet Hurst** combines her deep knowledge of farming life and farmers' markets with her hard-won experience turning farm products into a living wage. From CSAs and weekly markets to school programs and local chefs, Hurst guides you through every type of market available to small farmers. She explains how you can develop a realistic marketing plan, provides a breakdown of the food laws and regulations you'll need to be aware of, and offers insider tips on how to be a successful businessperson. Through enlightening interviews with producers around the country who speak of their successes - and their failures - this book takes a look at some of the nation's top markets and analyzes why they have thrived where others have not. So if you've ever wondered how to get started selling your produce, entertained the idea of raising meat goats, or wanted to spread the word about your homegrown honey, you should read *The Farm to Market Handbook* and figure out how to put money in your pockets.

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#### **About the Author**

Janet Hurst has been a home artisanal cheesemaker for twenty years and is a certified cheesemaker through the University of Vermont's Institute of Artisan Cheese. She writes on cheesemaking for Mother Earth News, Mary Jane's Farm, Dairy Goat Journal, Countryside, and more.

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