



Healthy Land, Sustainable Future

Special Offer

# Grow Your Business

By Advertising in *IN PRACTICE*, the journal  
for Holistic Management® Practitioners

## HOLISTIC MANAGEMENT INTERNATIONAL

### About HMI

HMI is an Albuquerque-based international non-profit organization. Our mission is to educate people to manage land for a sustainable future.

We accomplish our mission by delivering a variety of programs and services designed to educate and support farmers, ranchers and land stewards in their efforts to enhance the land through Holistic Management®, a whole ranch/farm planning system.

Here's what our readers have to say...

*“The only publication that I file, keep and treasure.*

*I continue to send the newsletters to people who contact me about a problem or an idea.*

*It's an inspiration.*

*It's meaty, full of things I need.*

*Gives me hope.*

*Insightful articles.*

”

*IN PRACTICE* is the journal for Holistic Management® practitioners. *IN PRACTICE* is published six times a year by HMI and keeps readers in touch with the progress, innovations, and excitement generated by those practicing Holistic Management. Over 1600 loyal subscribers (90% in the US) eagerly await each issue.

### About Our Readers

Most of our readers are environmentally conscious ranchers and farmers who pay close attention to their bottom line. They're interested in products and services that lead to more efficient and effective management and greater profitability. Here are a few highlights from our 2011 readership survey

- 95% read all the issues
- 97% save the issues for reference
- 93% read the ads in every issue
- 33% have responded to at least one ad
- 2.5 - # of people that read each issue

Self identification survey results

- 49% Ranchers
- 28% Farmers
- 10% Educators
- 77% Land Owners
- 11% Business
- 14% Government



### Farm Profit Making a Life and Living from Your Farm

My husband and I started Shearwater Farm in Caroline, NY last year, joining the ranks of new farmers across the country capitalizing on direct marketing opportunities and the demand for local food. Like most beginning farmers, I'm coming into a farming career from outside the production agriculture sector. I have been working on food and farming education for 14 years, but my experience running a farm business was nearly nonexistent. So I had a lot of the same questions as the new farmers who contact me in my role as coordinator of the Northeast Beginning Farmer Project. One of the first questions these new farmers typically ask is "how much profit can I expect my farm to generate?" What they're really asking is "Will I be able to support myself and my family from my farm income? Would I be able to quit my office job if I chose to?"

I've learned from dozens of conversations with farmers that the short answer is maybe. No one will be able to give you a magic formula with a list of crops to grow for the best bottom line. It depends on your scale, location, soil, skills, efficiency, and markets. Ten different farms all growing a similar mix of crops will likely have vastly differing levels of profitability. This was well illustrated in the "Grower to Grower: Creating a Livelihood on a Fresh Market Vegetable Farm" study published by the University of Wisconsin in 2006, which followed 19 diversified vegetable farmers over the course of two years, and documented profitability in the form of hourly wages paid to the farm owners. The wages of the 19 farmers studied ranged from \$2.20/hr to \$14.50/hr for their work. You can find this study online at: <http://www.cheese.wisc.edu/food-and-livelihood/reports/batch-fresh-market-vegetable-growers-understand-and-share-finances/>

Your profit potential also depends on what you mean by "profit," and on your goals.

### Three Takes on Profit

For such a simple concept, profit is a surprisingly slippery term.

Most people know that Income = Expenses + Profit. The problem lies in how people use the term. Let's consider three expenses that are laid out as black-and-white, in red, or in green.

Farmer A doesn't include his own labor as an expense, and may also not include overhead costs, so when he subtracts his expenses from his income, the results for his chicken and shawberry enterprises each look pretty fantastic. He uses these figures to calculate his price, which is significantly lower than his full-time farming neighbors charge for a similar product. He has an off-farm income source with no aspirations to terminate this arrangement. He refers to his farm as being profitable, but his operation wouldn't stand on its own financially without significant price increases.

Farmer B also doesn't include her labor as an expense, but she keeps track of her hours invested in each enterprise. Then, when she subtracts expenses from her income, she takes the "profit" that's left and divides it by the number of hours she put into that enterprise, coming out with an hourly wage for herself. She bases her product prices on the hourly wage she wants to have, and divides her overhead expenses among her mix of enterprises. She calls enterprises that don't pay her well enough for her time, and is able to support herself full-time on her farm.

Farmer C tracks all his labor and includes a \$10/hr wage for himself as part of his expenses (\$10/hr + taxes and social security). When planning for profit for any one of his

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### INSIDE THIS ISSUE Financial Planning



Financial Planning is a critical tool for business success. Read about how Joe and Peggy Medlow went from 17 acres to 100 with holistic financial planning on page 4.

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## Display Advertising

Ad Size	1x 2-Color	6x 2-Color	Width	Height
Special Insert	\$1500*	-	8"	10 1/2"
Full Page	\$650	\$500	7 1/4"	9 3/4"
2/3 Page - vertical	\$450	\$350	4 3/4"	9 3/4"
1/2 Page - horizontal	\$350	\$250	7 1/4"	4 1/2"
1/3 page - vertical	\$250	\$200	2 1/4"	9 3/4"
1/3 page - square	\$250	\$200	4 3/4"	4 1/2"
1/4 page - vertical	\$200	\$150	3 1/2"	4 1/2"
1/6 page - vertical	\$130	\$100	2 1/4"	4 1/2"

\* plus printing charge

## Classified Advertising

With Graphics	Text Only
1x \$40/inch	1x \$30/inch
6x 35/inch	6x \$25/inch
3 inch maximum	no maximum

### Advertising with us is Easy

If you want, we'll produce your ad for you at no additional charge. Just write out your copy and send it, along with any artwork (logo, photos, etc.) and we'll do the rest.

## Closing Dates

Issue	Space Closing	Materials
January	Nov. 20	Dec. 1
March	Jan. 20	Feb. 1
May	Mar. 20	Apr. 1
July	May 20	Jun. 1
September	Jul. 20	Aug. 1
November	Sep. 20	Oct. 1

### Payment

- Payment due upon receipt of invoice.
- Classified ads must be pre-paid.
- Overdue payments subject to 1.5% late charge per month

### Printing Requirements

Send advertisements electronically as PDF files optimized for printing. All artwork and photos should be sent at 300 dpi resolution. No bleeds. Choice of B/W or you can add color to your ad using PMS 7496.



Photo Credit: M. Peterson, Mount Vernon Grassfed, Sperryville, VA

Hurry and reserve your space today



Healthy Land, Sustainable Future

5941 Jefferson Street NE, Ste. B  
Albuquerque, NM 87109 | 505.842.5252

Join the conversation:



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holisticmanagement.org  
hmi@holisticmanagement.org