



Meet a Blue Ribbon SPIN farmer!



John Sealander, Franklin NC

It is a cliché: most farmers are great at growing, but failures at properly valuing and selling their crops. As a result they barely eke out a living. This is one farming tradition that SPIN-Farming seeks to change, and John Sealander is just the SPIN farmer to help.

John lived his entire adult life as a straight commissioned salesman. In 24 months he went from having never farmed a day in his life to being the "Famous Amos" of free range chickens in Macon County, NC, selling \$4 eggs in a \$2 market. He won blue ribbons two years in a row at the county fair, and his Blue Ribbon Eggs brand now dominates the local market. But the labor of a poultry operation outweighed the return, and that led John to SPIN-Farming.

What sold him is that SPIN-Farming brings organic farming out of the mystical clouds and into the everyday world of ordinary people and the market place. It's a pure production, processing and marketing system for occupational farmers. Not theoretical, not speculative and not philosophical. Real – both in work and in profit. So now, on a 1,000 sq. ft. planting of spinach John can earn up to \$4,100 on a \$30 seed purchase, some bags and delivery costs.

But he watches fellow farmers work terrifically hard all week only to put their lettuce on the table and then sell themselves short, or not at all. John's attitude is you can buy cheap, or buy good, but not both. He uses what he calls the "Integrity Sell" to match the features of his products with the values of his customers. SPIN-Farming calls that good business, and we're thrilled to be teaming up with John to show you how you can turn your greens business into greenbacks.



Ready to serve you!

If you're north of Atlanta, west of Charlotte or east of Nashville, John'd be happy to take a little time off from his farm in the heart of the Smokies to get your organization up-to-speed with SPIN-Farming. Fees are negotiable and special consideration is given to non-profits, churches and community groups.

Call or email him at 828-524-6806 or blueribboneggs@gmail.com.

To see how others are bringing farming back home, visit www.spinfarming.com



Your Life Experience + SPIN-Farming = Farming Success

Who better to teach SPIN-Farming than a self-made farmer? When he was five years old, John wanted to be a farmer. The world changed to mega corporate agriculture and he did everything but...Then four years ago he saw his childhood dream in his mind's eye as he mowed two acres of grass. He still wanted to farm, had the land base and some time, and the result is another SPIN success story. Completely self-taught, John knows how to get a farm in and off the ground the SPIN-way: start with what you want for income and work back from that, given your space, markets and available capital. He'll show you how to spin a good farm and grow a good business.

Learn how the SPIN-Farming system, which is now being practiced by a growing corps of farmers across the U.S. and Canada, can be used to create a high-income producing farm or improve your current operation. SPIN is the first organic-based production system for land bases under an acre in size, and it can be implemented by aspiring and practicing backyard, front lawn and neighborhood lot farmers everywhere. All you need is to equip yourself with the right gear and a radically new understanding of what it means to be a farmer.

What is SPIN-Farming?

SPIN stands for S-small P-lot IN-tensive, and it is a production system that makes it possible to earn significant income from land bases under an acre in size by growing common vegetables. SPIN provides everything you'd expect from a good franchise: a business concept, marketing advice, financial benchmarks and a detailed day-to-day workflow. In standardizing the system and creating a reproducible process it really isn't any different from McDonalds. By offering a non-technical, easy-to-understand and inexpensive-to-implement farming system, it allows many more people to farm commercially, wherever they live, as long as there are nearby markets to support them.

Who is SPIN-Farming?

There is no one profile of a SPIN farmer. Some have been educated in other professions, or have had other careers. Some have home or community gardening experience, while others have never had dirt under their fingernails. Some come from traditional farm families, but most do not. Some are young and just starting out, while others are older and on their third or fourth careers. What unites them all is an ability to view and practice farming in a new way. Whether you are new to farming or want to farm in a new way, SPIN-Farming will put you on the path to success!

John is your typical SPIN farmer, which is to say there is nothing typical about him. He took the long and winding road to farming. Now that he's where he wants to be in his career, he's using SPIN-Farming to help others complete their journeys. He has valuable knowledge of the ways of nature and persuasion. There isn't a better representative of the type farming that SPIN stands for, which is entrepreneurial in spirit and community-based. There isn't a better representative of the type of farming that SPIN stands for, which is entrepreneurial in spirit and community-based

– Roxanne Christensen, Co-author, SPIN-Farming



Grow Food, Make Money!

John is ready to help folks in the Southern Appalachian Highlands learn or re-learn how to make a real living from their small parcels of land, with SPIN-Farming. Call or email him at 828-524-6806 or blueribboneggs@gmail.com.

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