



What Makes SPIN Different from Conventional Farming?

Every day more and more first generation farmers throughout the world are using SPIN as an entry point into the profession. Why? Because it removes the two big barriers to entry – large acreage and capital. Here are the difference s between SPIN-Farming and conventional farming

Conventional Farming

- # 1. A land base spanning hundreds or thousands of acres
- # 2. Substantial financial investment and crushing debt burdens
- # 3. Reliance on mechanized equipment that is costly to maintain
- # 4. Dependence on expensive high-maintenance irrigation systems
- # 5. Significant operating overhead that dilutes profits
- # 6. Far-flung markets that are costly to access
- # 7. Lack of control over pricing and global supply chains
- # 8. Large, non-local workforce

SPIN-Farming

- # 1. A sub-acre land base purchased inexpensively, or accessed and farmed at no cost at all
- # 2. Modest financial start-up costs because of minimal infrastructure
- # 3. Reliance on hand labor to accomplish most farming tasks
- # 4. Utilization of existing water sources to meet all irrigation needs
- # 5. Minimal operating overhead that produces a strong bottom line
- # 6. Situated close to markets, saving time and money
- #7: Direct marketing eliminates the middleman so all income goes directly to the farmer
- # 8. Owner-operated with little outside labor needed
- # 9. Bottom line: little or no debt

Is SPIN-FARMING for you?

Whether you are new to farming, or just want to farm in a more sensible and profitable way, SPIN-Farming can work for you. It 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. What are the advantages to following a system? Good question! >>>

SPIN-Farming Makes Agriculture Accessible to Anyone, Anywhere!
www.spinfarming.com



What Makes SPIN Different from Conventional Farm Training? It's a System!

At this moment many countries, and especially the US and Canada, are entering uncharted territory when it comes to farming and new farmer training. For the first time in history the vast majority of tomorrow's farmers will have to come from non-farming backgrounds. City folks will have to be trained to become farm folks because there simply aren't enough farm kids out there to meet the demand, which is growing exponentially and is concentrated in cities.

By pretending that the economic reality of farming is the same as it ever was, current training approaches teach farmers to work, but not successfully. They teach farmers to produce agricultural products that lose money instead of harnessing the economic potential of local markets. They teach farming methods that conflict with urbanization, rather than leveraging its advantages. The SPIN-Farming system provides a better model.

Other training approaches address growing, marketing and management, but the SPIN-Farming system ties them altogether in a framework that keeps beginning farmers focused on what matters most to making their business a success. Here are some of the benefits of following a system:

- It greatly reduces farm startup and development time
- It eliminates much trial and error
- It shortens the learning curve
- It provides specific benchmarks to measure progress
- It provides more control over outcomes and income
- It makes collaboration easier
- It's replicable
- It is communicated in a textbook that costs under \$100

Perhaps the most compelling reason to follow the SPIN-Farming system is – **it works!** Hundreds of new self-starting farmers have used it to launch high-income producing farm businesses, without major policy changes or government support. They are entrepreneurially-driven, knowing a good business opportunity when they see one. What is the opportunity? Growing market demand for farms that are place-based, handcrafted and engaged with their communities. Can hundreds of thousands of small plot farms offset thousands of acres of monocrops? You bet!

How can hundreds of thousands of new farmers be trained and get set up in business quickly and effectively? SPIN-Farming!

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