



## **SUPPORT YOUR LOCAL SPIN FARMER!**

Many of the world's most pressing problems – finite resources, climate change, diet-related illnesses, national security – relate to the way we produce our food.

While the current large-scale industrialized system is efficient, it has some big negatives:

- it's energy and resource intensive
- it takes more from the natural system than it puts back
- in some cases, its by-products actually harm the environment
- much of the food it produces is not nutritious
- it's susceptible to supply disruption and sabotage

Changing markets and natural resource constraints now favor a post-industrial farming system, one that is more locally-based, less energy intensive, easier to monitor and control and that produces nutritious food. Far from being a romantic throwback, 21<sup>st</sup> century farming is reality and knowledge-based and uses technology to create localized supply chains that provide both economies of scale and a reasonable income to farmers. As importantly, 21st century farming is entrepreneurially-driven, and it is giving rise to a new farming class that spans geography, generations and cultures. These entrepreneurs are recasting farming as a small business in a city or town, providing a cornerstone for a food production industry that according to agro-economists, creates three dollars of job growth for every dollar spent on food—a larger multiplier effect than almost any other product or industry.

So when you support your local SPIN farmer you are not only helping to establish a new business, you are also helping to advance a new economic engine that produces jobs, creates self-maintaining green space and strengthens communities.

### **What is SPIN-Farming?**

SPIN is a non-technical, easy-to-understand and inexpensive-to-implement vegetable farming system that is:

- Sub-acre in scale
- Environmentally friendly
- Low-capital intensive
- Close to markets
- Entrepreneurially-driven

### **Why Does SPIN-Farming Make Business Sense?**

Because of its sub-acre scale, SPIN-Farming greatly reduces the amount of land needed for commercial crop production. It therefore removes the first big barrier to entry – land. SPIN farmers do not need to own much, if any land. They are using backyards, front lawns, neighborhood lots, rooftops. It is also non-mechanized and is low capital intensive, so it removes the second big barrier to entry – money.

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Being low tech and organic-based, SPIN-Farming provides a way to locate vegetable farming operations close to markets, and it also reduces a farmer's expenses. By locating close to markets, farmers can direct market, which eliminates the middleman and allows a farmer to keep 100% of his/her sales. Examples of lower expenses include: using a personal vehicle as a farm vehicle - a mini or cargo van or mini-truck is adequate in size for sub-acre scale farming; creating an inexpensive irrigation system from standard grade garden hoses; using minimal mechanization, so no expensive equipment is necessary; using organic-based, local sources of supply for fertilizer which eliminates the use of expensive chemicals; using an inexpensive post-harvesting setup; and minimizing the need for outside labor, which is the single biggest expense of any farm operation. The aim is to keep expenses at 10% to 20% of total sales.

### What Makes SPIN-Farming Different?

SPIN-Farming is replicable and as close to a franchise-ready farming system as you can have, while also accommodating the creative and place-based nature of farming. The system provides everything you'd expect from a good franchise: a business plan, marketing advice, and a detailed day-to-day workflow. In standardizing the system and creating a reproducible process it really isn't any different from McDonalds. While most other farming systems focus primarily if not exclusively on agricultural practices, SPIN provides a financial and management framework for having the business drive the agriculture, rather than the other way around. It is up to each individual SPIN farmer to apply the system based on their own markets and climate .

### Here is the SPIN-Farming mindset:

- A sub-acre land base purchased inexpensively, or accessed and farmed at no cost at all
- Modest financial start-up costs because of minimal infrastructure
- Elimination of the two big barriers to entry – land and capital
- Reliance on hand labor to accomplish most farming tasks
- Reliance on the family and friends network to meet labor needs
- Utilization of existing water sources to meet all irrigation needs
- Minimal operating overhead that produces a strong bottom line
- Situated close to markets, saving time and money
- Bottom line: little or no debt

### Who is SPIN-Farming?

There is no one profile. SPIN can fit into any life style or life cycle.

- Some are doing it in backyards in the city, on front lawns in the suburbs or as part of large acreages in the country
- Some do it full-time; others part-time
- Some work alone; others with family and friends
- Some are just starting their career; others are on the third or fourth
- Some are retired and want to be engaged in a purposeful activity

### So Is This a Movement?

A society not only must have its ideals; they must from time to time, be re-constituted in a way that sparks our imaginations and guides our strivings. That is what is happening now. Across several countries, at countless sustainability forums, eco-expos and green gabfests, people are coming together to think things through again, make certain re-appropriations, create a new ideal. For many, especially those in cities and towns, this new ideal includes meeting more food needs locally. Support your local SPIN farmer and watch how sustainability takes root and grows in your community.

***SPIN-Farming Makes Agriculture Accessible to Anyone, Anywhere!***

***[www.spinfarming.com](http://www.spinfarming.com)***