



Homestead Money Makers

**Four detailed and budgeted
homestead money makers,
marketing tips, expertise.**

The Homestead Education

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Homestead Money Makers

Whether you're looking for some extra spending money, saving for a bigger project, or flat-out trying to save your homestead, these 4 low-cost start ups are fast money makers.

I have personally done and made money on each one of these and they are low maintenance as well! Do them in your spare time or even have the kids help.

Hear my story on how I saved my struggling homestead on: The Homestead Education Podcast



Before jumping into a new project, ask yourself:

- *Do you already have a homestead product that you could sell?*
- *Are you marketing your products effectively?*
- *Could you expand on an already great product?*

There is never a need to reinvent the wheel or to pursue a money making idea that doesn't work for you. And I have the solution!

Join the Homestead Business Membership

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Want more?

Purchase a 2-hour homestead business strategy session with me!

Discuss your homestead, interests, and ideas, then map out a detailed plan to start making money right away.

Includes an email follow-up containing a mini business map.

I have two business degrees, a degree in agriculture, and 20 years of thinking outside the box business experience and consulting. Then to top it off, I run a successful homestead, a thriving online business all while homeschooling 6 kids.

Marketing Homestead Products

Nothing about a homestead ever fits inside a box.
So being creative in selling products is the key to success.

Social Media

Facebook is usually the best option for selling products on social media. It has a great platform for selling products called, Marketplace. Once an item is posted in marketplace, it can also be shared to multiple interest specific groups. Be careful about selling animals on Facebook as there are strict rules.

Craigslist

Craigslist list allows for legal animal sales, so this is a great option for selling any animals or animal feed options. This platform is usually not browsed daily like social media, so perishables don't always sell in a timely manner on this site.

Etsy

This is the perfect platform for crafts, non-perishables, and downloadable items. It is very low cost, pays quickly, and people will browse this site. Make sure you have a lot of great pictures for an Etsy store!

Flyers

Don't discredit the old fashioned flyer. Many people still check community bulletin boards and store windows. Make sure that you add an eye grabbing photo or large print wording to be noticed out off all the other flyers pinned up.

Cold Calls

Calling up a potential customer especially when dealing with a business allows for a manager to call you back when it is convenient for them. Be prepared to give prices, a timeline for the availability of your product and a clean email ready to follow up after your phone call.

Restaurants

Don't be afraid to walk into a restaurant ready to market your product. Many owners and chefs love the idea of sourcing locally, but they also love to taste! Have samples ready to go and an information sheet to leave behind.

Farmer's Markets

This is a place where customers come to you! Most farmer's markets require paying for a booth and sometimes certain licenses. Check with your local farmer's market before making any commitments. This also includes craft show, fairs, and festivals.

Friends and Family

People you know can be your best customers and marketers. Share when you can so they can validate your product and make sure they have ways to share with others, like a business card or a flyer.

Many states or counties have laws about the sale of agricultural products.

Make sure that you are following all laws by reaching out to your local Extension Office, Department of Health, or State Department of Agriculture.

Microgreens

Microgreens are incredibly easy to grow, inexpensive, and super nutrient dense. They have fast grow time in as little as a one week. and require very little hands on time. There are over 60 varieties of commonly used vegetables that are suitable for microgreens. Microgreens are similar to sprouts, except with a much lower risk of E. coli. This incredibly healthy salad topping or sandwich garnish has become one of the newest rages in the fresh food industry.

The key thing with microgreens is that they go bad fairly quickly, making it hard for suppliers to get them shipped in and stay fresh on the shelves. With that challenge, local producers are really the only way to go.

Start-up Supplies

<u>Microgreen Starter Kit</u> - True Leaf Market	\$65.41
<u>Food Storage Clam Shells</u>	<u>\$20.00</u>
Total	\$85.41



How to make money

A starter kit comes with enough seeds for 12 plantings and each planting produced 1/2 - 3/4 of a pound of microgreens. Microgreens can be sold for approximately \$10/lb. Under these terms, a start-up microgreen business could pay for itself in 3 months with no additional cost. However, to speed up cash flow and maximize customer supplies, buying additional trays will increase production yields. True Leaf Market has a [free microgreen growing guide](#) as well!

Don't forget to order more seed and starting new trays regularly!

Selling Microgreens

First, have a product to sell.

- Take your grown microgreens to restaurants, delis, or farm stands. Let them try the product. Provide them with a business card or flyer with varieties, price, and contact information, and let them know when they could expect their first order if they decide to purchase from you and how often you can provide orders. Always follow up! Even if they aren't interested, check back later or let them know if your begin to grow a new variety.
- List your product for sale in Facebook. Don't just list in one place either. Make sure your products can be seen on your personal page, market place, and local sale pages.
- Flyers still work! Put up your flyer or business card on every community bulletin board with an area that you would be willing to deliver.
- Once you have a regular product, selling at farmers markets is an option as well but may take up more of your time.

Friends and neighbors can often be your best customers or biggest promoters!

Fresh or Dried Herbs

Herbs are relatively easy to grow and used by everyone daily! Many can be grown to full size in just a few weeks with reasonable yields. The availability of fresh herbs at the average grocery store (especially in rural areas) are minimal at best and often very expensive. Growing herbs can also be accomplished all year long with a small grow light set up or even in a warm window sill.

An additional factor in growing herbs are that they are incredibly versatile when dried before marketing. They can be sold as whole dried, crushed dried, as an herb salt or as blends. Best part is, if not all the fresh herbs are sold there is not waste because of the drying options and they can be easily dried in an oven if your don't own a dehydrator.

Start-up Supplies

<u>Culinary Herb Seed Variety Pack</u>	\$15.32
Potting Soil	\$12.99
<u>Starting Trays</u>	\$18.32
<u>Quality Grow Light</u>	<u>\$83.31</u> <i>Optional</i>
Total	\$129.94



How to make money

Herbs are a broad term when discussing aromatic plants for cooking and alternative health. There is no set price for herbs due to the vast number of varieties, growth time, and use. However, when considering that a 0.5 oz bundle is sold for as much as \$5 at many grocery stores, only 25 small plants or bundles would need to be sold to break even. A single tray will hold 72 plant starts! Remember that larger pots may need to be purchased as some plants out grow the trays. [Download the True Leaf Market Herb Growing Guide.](#)

Don't forget all the dried herb options for cooking, teas, and medicines!

Selling Herbs

Having herbs to sell first is great, but having an idea what local customers might want is a great idea as well.

- Reach out to local restaurants or food producers with a list of available products or varieties that you're willing to grow is a great way to gain regular customers.
- List your product for sale in Facebook. This also includes local food pages, farm groups, and herbal remedy pages.
- Visit natural food stores, herbalists, soap makers and small shops that may carry fresh or dried products.
- Once you have a regular product, selling at farmers markets is an option as well but may take up more of your time.

Using organic seeds, potting soil, and fertilizers will make your product more marketable and gives it value.

Meal Worms

Gross, right? Not really though because meal worms can be used as chicken, reptile feed, and there are even people who eat them. Many people who use them complain the the price is high and they are dried. Most animals that consume them prefer that they are live or at least fresh.

These worms are simple to raise, clean, and do not need any specialty equipment or food. If you can get passed the creepy crawlies and raise them in your basement, meal worms could be an easy money maker for any homestead.

Start-up Supplies

<u>Drawer Container</u>	\$15.32
<u>Edible bedding</u>	\$47.98
<i>Oats, wheat germ, chicken feed, cornmeal, etc.</i>	
Raw Vegetables	\$10.00
<i>Potatoes, carrots, bananas, etc.</i>	
<u>Live Meal Worms</u>	<u>\$27.29</u>
Total	\$100.59



How to make money

Meal worms have the potential to make money fast, especially if you have a market for them or are replacing your meal worm purchases. It can take a couple of months to get the first round of worms for sale, but once they morph into beetles, each beetle can lay 500 eggs. That means the original investment of 2000 meal worms for about \$30 can turn into 500,000 new worms if 50% of your worms are female. There is a real potential for turning a \$100 investment into \$6,500! Read all about raising meal worms in this [inexpensive book by Richard Sophia](#).

After the first group hatches, a second drawer container will be necessary.

Selling Meal Worms

Not everyone sees them as creepy!

- Market to feed stores, pet stores, and bait shops. If they are not interested in carrying live meal worms, they may be up to allowing a flyer in the window.
- List your product for sale in Facebook. Try listing the meal worms in groups for backyard chickens, reptile owners, and fisherman.
- Craigslist would be a great option for selling meal worms in the "Pets" section. Many reptile owners will use craigslist to look for mice and insects to feed their pets.

Packaging them in little paper sacks works great!

Incubating Chicks

No homestead required! Selling day old chicks is an excellent money maker that requires very little hands on work. Quail incubate in 18 days and are the quickest poultry to start making money. Best part is, because they are being sold as a day old (or shortly after), they will never have to leave a small brooder box.

Once an incubator has been purchased, fertilized eggs are available though hatcheries all over the United States so that any breed of bird is an option. Consider also purchasing an egg turner so that you do not have to turn the eggs multiple times a day and note that each species has its own sized rails that fit in an eggs turner.

Start-up Supplies

<u>Incubator</u>	\$130.00
<u>Quail Egg Turner</u>	\$23.15
<u>Brooder Box (Cardboard or plastic)</u>	Free
<u>Heat Light</u>	\$8.63
<u>Food and Water Container</u>	\$19.99
<u>Starter Feed</u>	\$14.39
<u>Fertilized Quail Eggs (50)</u>	\$50.00
<i>Shop around at online hatcheries</i>	Total <u>\$236.15</u>



How to make money

Day old quail chicks can be sold for \$4-\$5 a piece. That means that a high percentage hatch could potentially pay for the entire investment in 18 days. Quail chicks start laying in as little as six weeks and are very easy keepers. However, if you aren't interested in raising the birds themselves, hatching eggs cost approximately \$1 each. This means that they can continue to be profitable even if shipped each time. Here is a very [informative course on hatching and brooding chicks](#).

Chicken and other poultry also sell well!

Selling Chicks

They are so cute, try not to keep them for yourself!

- Many feed store cannot sell chicks unless they come from licensed hatcheries. But that doesn't mean they can't be sold to local poultry raisers.
- List your product for sale in Facebook. Backyard farmers are always scrambling to get chicks every spring especially chicks to be raised for meat!
- Craigslist would be a great option for selling chicks in the "Pets" section. Many reptile owners will use craigslist to look for mice and insects to feed their pets.

Finding a regular buyer that puts in their order before you even incubate makes sure you have a buyer!

Do you have other ideas and don't know where to start?

Start Here

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<https://bit.ly/homesteadmembership>

Monthly Courses - Zoom Calls - Resources - Community

-OR-

Schedule a 1-hour strategy coaching call to take the next steps in making money on your homestead.

Receive:

- 2-Hour phone or zoom call strategy call
- Personalized ideas on how to make money on your homestead
- Help with startups all the way to large homesteads
- Help narrowing down overwhelm
- Follow up email with a personalized business map, budget, and resources



Kody Hanner

- 2 business degrees
- BS in Agriculture - Animal Science
- 20 years experience in business ingenuity and consulting
- Owner of successful homestead
- Runs thriving online business
- Experience in farming, food safety, social media, real estate, accounting, and so much more!



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