Acers of Diamonds:
Turn Your Crops To Cash!

www.LocalVendorsCoalition.org
Who I am/Reasons why I am not a Farmer...

• Originally From Philadelphia *(City Boys Don’t know how to farm)*
• Graduated From Penn State University *(Great Agricultural school but I was not a part of it)*
• Studies Hotel and Restaurant Management *(Learned how to serve food...Not Grow it)*
• Moved to Atlanta in 2009 to Start Altimaxx Inc *(I’m in a business where all I do is sell things)*
• Have grown Altimaxx to a system running itself *(This is about the only thing I have grown since a flower I grew in grade school for Mothers’ Day)*
  • Serial Entrepreneur *(enjoy business more than being outside)*
  • Really Enjoy Logistics

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How I can Help...

- Serial Entrepreneur
- Really Enjoy Logistics

Three Types Of Farmer

“Hobby” Farmer

“Stuck With the Farm” Farmer

“Farming as a business” Farmer

Would You Like 20% Growth In Revenue?

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Why Do You Farm?

You can not create value if you can not pay the bill.

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What do you think about Wholesale vs Retail?

What brings in more revenue per unit?

What brings in more revenue per transaction?

What has more profit per unit sold?
<table>
<thead>
<tr>
<th>Retail</th>
<th>Profit</th>
<th>Wholesale</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 4.50</td>
<td>Price Per Unit</td>
<td>$ .80</td>
</tr>
<tr>
<td>100 lbs</td>
<td>Amount Sold</td>
<td>100lbs</td>
</tr>
<tr>
<td>$ 450</td>
<td>REVENUE</td>
<td>$ 80</td>
</tr>
<tr>
<td>Same</td>
<td>Labor/ Cost of Product</td>
<td>Same</td>
</tr>
<tr>
<td>(100)</td>
<td>Rent/Pay/Brokerage Fee</td>
<td>(0)</td>
</tr>
<tr>
<td>(58) Per employee</td>
<td>Employees</td>
<td>(0)</td>
</tr>
<tr>
<td>8 hours ($25/hour)</td>
<td>Time Spent at market</td>
<td>(0)</td>
</tr>
<tr>
<td>(20)</td>
<td>Literature and marketing supplies</td>
<td>N/A/A</td>
</tr>
<tr>
<td>(50)</td>
<td>Gas</td>
<td>0</td>
</tr>
<tr>
<td>N/A</td>
<td>Pick Up Fee</td>
<td>(15)</td>
</tr>
<tr>
<td>$22</td>
<td>TOTAL Estimated Profit</td>
<td>$ 60</td>
</tr>
<tr>
<td>$ 0.22/lbs</td>
<td>Estimated Profit/ lbs sold</td>
<td>$ 0.55/lbs</td>
</tr>
</tbody>
</table>

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Figure 9
Farms by operating profit margin, 2004
Small family farms are more likely to have a negative operating profit margin

Percent of group

Limited-resource
Retirement
Residential
Low-sales Farming-occupation
Medium-sales
Large
Very large
Nonfamily
All farms

Operating profit margin:
- Less than 0%
- 0 to 9.9%
- 10 to 19.9%
- 20% or more

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Business Management

• Risk Management (Stool with 4 Legs)

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How to be a member of LVC

Go onto our website and sign up
Keep your inventory updated
SELL ALL YOU CAN PRODUCE
There is no minimum and there is no maximum

LVC Goals

In 2013 help 100 farmers grow 20%
In 2014 help generate $1,000,000 in revenue for its members

DO NOT BE LEFT OUT

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