

Acers of Diamonds: Turn Your Crops To Cash!



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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 Alitimaxx 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



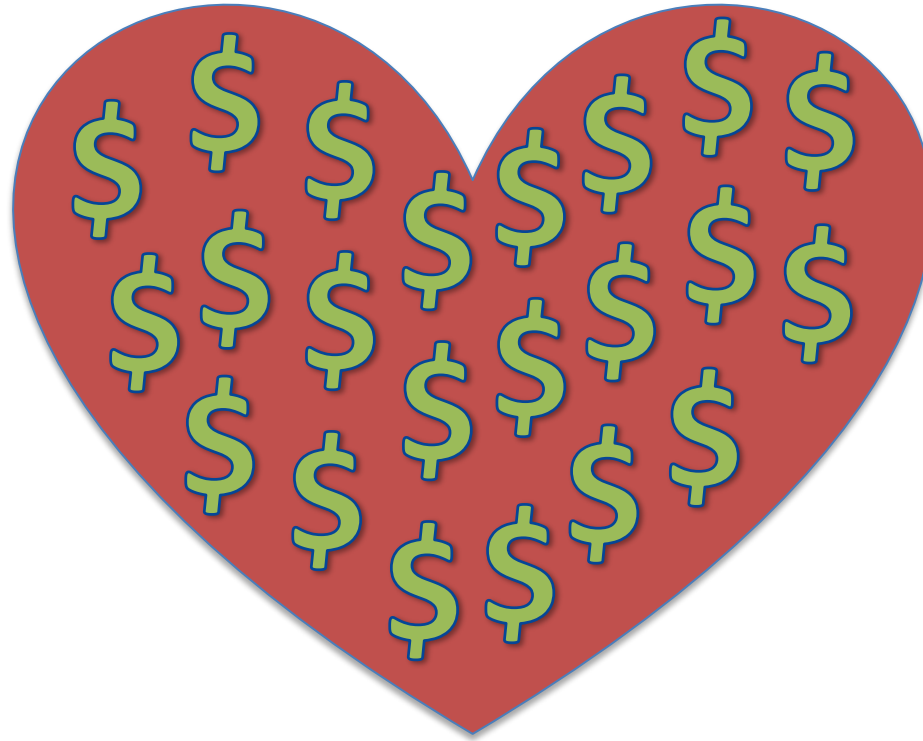
“Farming as a business”
Farmer



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?

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Retail	Profit	Wholesale
\$ 4.50	Price Per Unit	\$.80
100 lbs	Amount Sold	100lbs
\$ 450	REVENUE	\$ 80
Same	Labor/ Cost of Product	Same
(100)	Rent/Pay/Brokerage Fee	(0)
(58) Per employee	Employees	(0)
8 hours (\$25/hour)	Time Spent at market	(0)
(20)	Literature and marketing supplies	N/A
(50)	Gas	0
N/A	Pick Up Fee	(15)
\$22	TOTAL Estimated Profit	\$ 60
\$ 0.22/lbs	Estimated Profit/ lbs sold	\$ 0.55/lbs

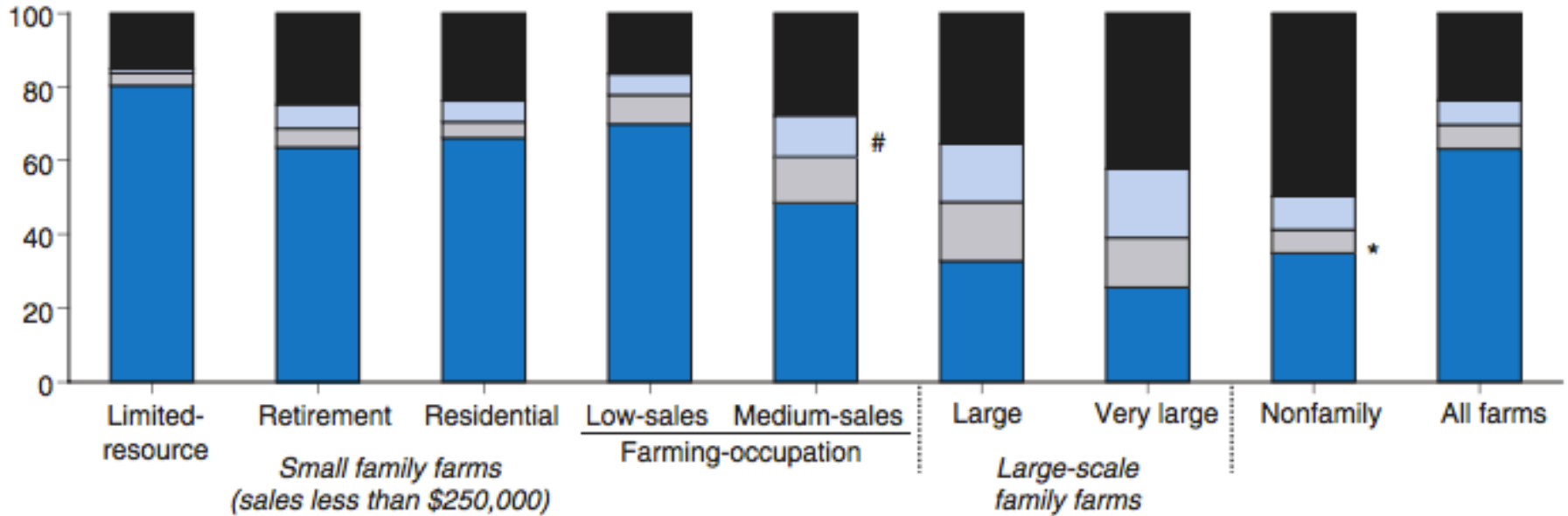
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Figure 9

Farms by operating profit margin, 2004

Small family farms are more likely to have a negative operating profit margin

Percent of group



Operating profit margin:

■ Less than 0%
 ■ 0 to 9.9%
 ■ 10 to 19.9%
 ■ 20% or more

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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