

# Increase Income through Diversification



*Farmstays,  
Value-Added  
Products,  
On-Farm Food  
Service  
& More!*





BARN AND SILO



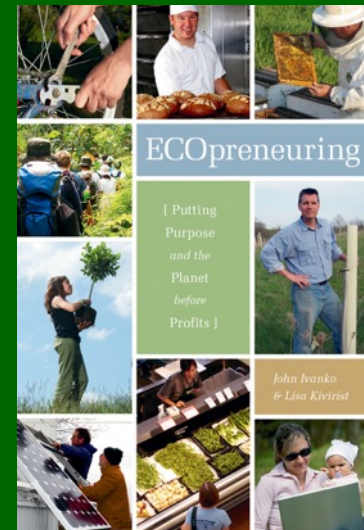
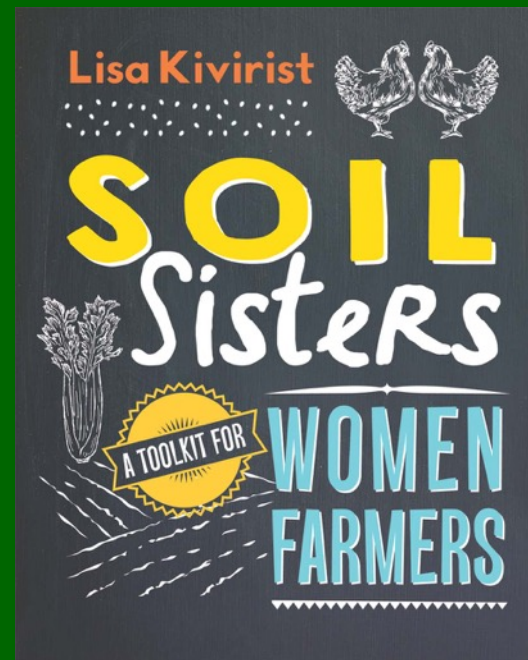




# Workshop Goals

Harvest ideas:

- Business ventures
- Managing expenses
- ECOpreneur livelihood
- Crafting your good life!



*“Don’t put all your eggs in one basket”*  
- Grandma



*“Let’s ignore COVID for the first 40 minutes”*  
- Lisa

## Diversification rocks because:

- Stronger income base
- Financial benefits
- Pandemic Resilience
- Freedom
- Creativity
- Family integration



Inn Serendipity Farm and B&B



## Idea Generator:

1. Farmstays and B&Bs
2. Value-added food
3. On-farm food service
4. Writing & workshops
5. Sustainable Resource Management



Dela Ends  
Scotch Hill Farm

# Idea Generator

## 1. Farmstays and B&Bs

- State legislation
- Definition
- Air BnB



# Idea Generator

## 1. Farmstays and B&Bs

- Express yourself, your farm
- Market to attract the right guests
- Manage expenses: rent, improvements, supplies







# Idea Generator

## 1. Farmstays and B&Bs

- Seasonal, local
- Develop your specialties



# Idea Generator

## 1. Farmstays and B&Bs

- Share your passions & values
- Focus on the unusual, different



# Idea Generator

## 1. Farmstays and B&Bs

- Add on sales:

Mugs

Cookbooks

Craft items

Produce





**Inn Serendipity®**

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Tel: 608-329-7056 • E-mail: [info@innserendipity.com](mailto:info@innserendipity.com)[www.innserendipity.com](http://www.innserendipity.com)**Take Home a Taste of the Gardens at Inn Serendipity**

Savor the good life with our organic produce, harvested just for you. Use this form to place an order for seasonal, farm-fresh produce currently available, HIGHLIGHTED below. Please place your order the afternoon or early evening before check-out so we can do an early morning harvest for you. Thank you.

	<b>Size</b>	<b>Price</b>	<b><u>Amt. Ordered</u></b>
Asparagus:	pound	\$5.50	
Basil:	5 oz.	\$2.50	
Beets (gold, red, chioggia):	pound	\$3.50	
Broccoli florets:	pound	\$3.50	
Broccoli head:	pound	\$4.75	
Cabbage:	pound	\$1.50	
Cucumbers (eating/pickling):	pound	\$3.50	
Dill:	5 oz.	\$2.25	
Garlic:	pound	\$8.50	
Green Beans:	pound	\$3.50	
Kale	lg. bunch	\$2.50	
Leeks (large):	pound	\$2.25	
Melon (musk./waterm.):	pound	\$1.75	
Onions (white/yellow)	pound	\$1.75	
Peppers (green Bell):	pound	\$4.75	
Potatoes (red/gold/russet):	pound	\$1.75	
Pumpkin (cooking varieties):	pound	\$3.25	
Raspberries:	pint	\$3.75	
Radish (red)	bunch (4-6)	\$2.50	
Rhubarb:	pound	\$3.75	
Salad mix/lettuce:	lg. pack	\$2.25	
Spinach (reg./perpetual):	lg. pack	\$4.50	
Strawberries:	pound	\$4.75	
Swiss Chard mix:	lg. pack	\$4.50	
Peas (Sugarsnap/Snow):	pound	\$5.75	
Tomatoes (red/green):	pound	\$3.75	
Winter Squash (carnival/ butternut)	pd.	\$3.25	
Zucchini (8-ball/pattypan/curly):	pound	\$2.75	











# Idea Generator

## 1. Farmstays and B&Bs

- Reflect your quirks and biorythms
- Play by your business rules



Charlene Torcia  
Journey Inn (Pepin, WI)

# Idea Generator

## 2. Value-added products

### Cottage Food Law:

- Food products only (not service)
- Produce specific items in home kitchens for specific sales venues
- Limits on what ways can you sell and how much





# Idea Generator

## 2. Value-added products

Cottage Food Law:  
4 key questions

1. What can you sell?
2. Where can you sell your products?
3. How are you allowed to sell?
4. How much can you sell?





# Homemade

FOR SALE

HOW TO  
Set Up AND  
**MARKET** A  
Food Business  
FROM YOUR  
**HOME KITCHEN**



Lisa Kivirist & John D. Ivanko





## Cookie Crusaders

My journey took me all the way from my kitchen to the courthouse, as I and three fellow farmer friends successfully sued the state of Wisconsin to lift a ban on selling cookies and other baked goods.

Championing cottage food opportunities and the right for people to sell home-baked goods has been my passion for the past five years in Wisconsin. I first learned about cottage food when Wisconsin passed the "Pickle Bill" back in 2010, allowing the sale of high-acid canned goods, such as pickles and sauerkraut, made in home kitchens. I immediately fell in love with the possibility of selling food items without the expense



From left: Dela Ends, Lisa Kivist, and Kriss Marion helped gain rights for Wisconsin's home bakers.

never put the bill on the agenda for a vote, something apparently in his power

stated that the primary effect of this ban was to protect established businesses



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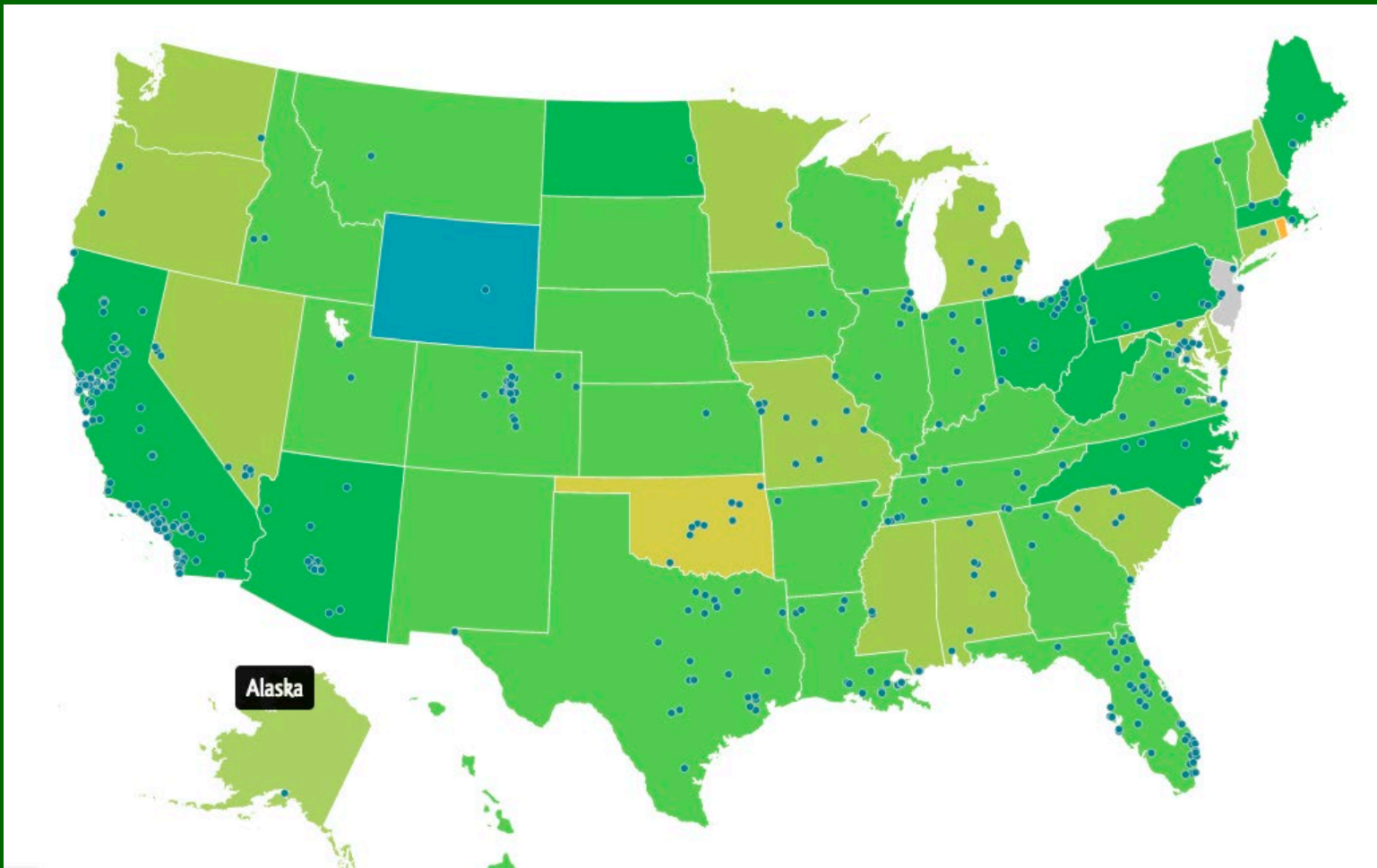


**From left: Dela Ends, Lisa Kivist, and Kriss Marion helped gain rights for Wisconsin's home bakers.**

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Law status:

Freedom

Great

Good

Okay

Poor

Restricted

Pending

None

# Idea Generator

## 2. Value-added products

- Cottage Food Law: Specific retail venues
- Strong opportunity for Winter Market sales or CSA add-ons



Erin Schneider, Hilltop Community Farm  
Madison Fair Trade Fest Holiday Festival

# Idea Generator

## 2. Value-added Products

### Resources:

- Homemade for Sale Book
- Lisa's Udemy class: 5+ hours!
- SARE Farmer Rancher Grant projects  
*Labeling Toolkit*  
*Farmstead Bakery*
- First national Cottage food conference: April, 2021



The screenshot shows the Farmstead Bakery website. The header includes a logo with three red spoons and the text "Farmstead Bakery: Recipes and Resources". Navigation links are: Home, About, Recipes, Packaging, Display Ideas, More Sales Ideas, and Webinar. The main image shows seven women in aprons posing on a green tractor in front of a red barn with a white cross and stars. Below the image is a red banner with the text "Start Your Cottage Food Farmstead Bakery Today!" and a paragraph: "Want to diversify your farm business mix by selling baked goods made in your home kitchen that use produce you have in abundance? That is what this North Central SARE Farmer Rancher Project (FNC18-1130) is all about."

**Farmstead Bakery: Recipes and Resources**

Home About Recipes Packaging Display Ideas More Sales Ideas Webinar

*Start Your Cottage Food Farmstead Bakery Today!*

Want to diversify your farm business mix by selling baked goods made in your home kitchen that use produce you have in abundance? That is what this North Central SARE Farmer Rancher Project (FNC18-1130) is all about.

# Idea Generator

## 2. Value-added products

- On-farm commercial kitchen
- Requirements vary on what is produced
- Higher cost



Dorothy Stainbrook  
HeathGlen Farm & Kitchen  
(Forest Lake, MN)



# Idea Generator

## 2. Value-added Products

- Incubator kitchen rental
- Hourly rental fee
- Access to commercial kitchen equipment & resources



FEED Kitchen (Madison, WI)

# Idea Generator

## 3. On-farm food service

- Define: product vs service
- Easiest option: Potlucks!
- Anything else: Complicated!



Inn Serendipity (Browntown, WI)

# Idea Generator

## 3. On-farm food service:

*Renewing the Countryside: New research data*



*Come & Get It!*

WHAT YOU NEED TO KNOW TO  
SERVE FOOD ON YOUR FARM



# Idea Generator

## 3. On-farm food service

- Partner with a restaurant or event planner
- Low time commitment; no investment
- Good testing opportunity



Dinner on the Farm



# Idea Generator

## 3. On-farm food service

- Utilize local commercial kitchen
- No investment & retain earnings
- Good testing opportunity



Campo Di Bella (Mt. Horeb, WI)



Campo Di Bella Winery (Mt. Horeb, WI)

# Idea Generator

## 3. On-farm food service

- Pizza Night
- ONLY do pizza
- Served take-out style



Squash Blossom Farm (Oronoco, MN)



# Idea Generator

## 3. On-farm food service

- Commercial kitchen set-up
- Scout used equipment



Stoney Acres (Athens, WI)



# Idea Generator

## 3. On-farm food service

- Labor-intensive
- Weather dependent



Stoney Acres (Athens, WI)

# Idea Categories

## 3. On-farm food service



April Prusia  
Dorothy's Range (Blachardville, WI)



# Idea Generator

## 3. On-farm food service

- Market stand next to order line
- Family friendly
- Reflect your passions & other businesses





# Idea Generator

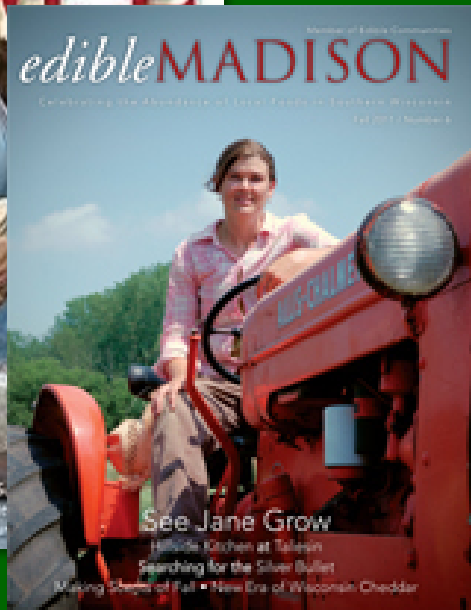
## 4. Writing & workshops

- Teaching, workshops, speaking
- Focus during off-season
- Teach what you know



# Idea Generator

## 4. Writing & workshops











- home
- news
- calendar
- resources
- publications
- online exclusives
- community
- hobby farms rewards
- my farm
- say cheese
- videos
- hobby farms blogs
- product spotlight
- about us

### Product Spotlight



[home](#) > [community](#) > [hobby farms blogs](#)

WEDNESDAY, OCTOBER 16, 2013

## Fall Harvest Fruit Sangria: Celebration in Canning Jars

[John Ivanko](#) and [Lisa Kivirist](#)

*Hobby Farms Contributors*



8



1



0



3



### Hot Topics

[Pork Loin with Peach Sauce](#)

[Onion Tart with Havarti](#)

[Herbed Goat-cheese Dip](#)

[Basic Custard Pudding](#)

[Angel Food Cake with Raspberry Sauce](#)



### Advertiser Links

## 4 Wheel Bike

[www.RhoadesCar.com](http://www.RhoadesCar.com)

Pedal or Electric models, 1-4 seats Call 888-518-4963 Free Literature!



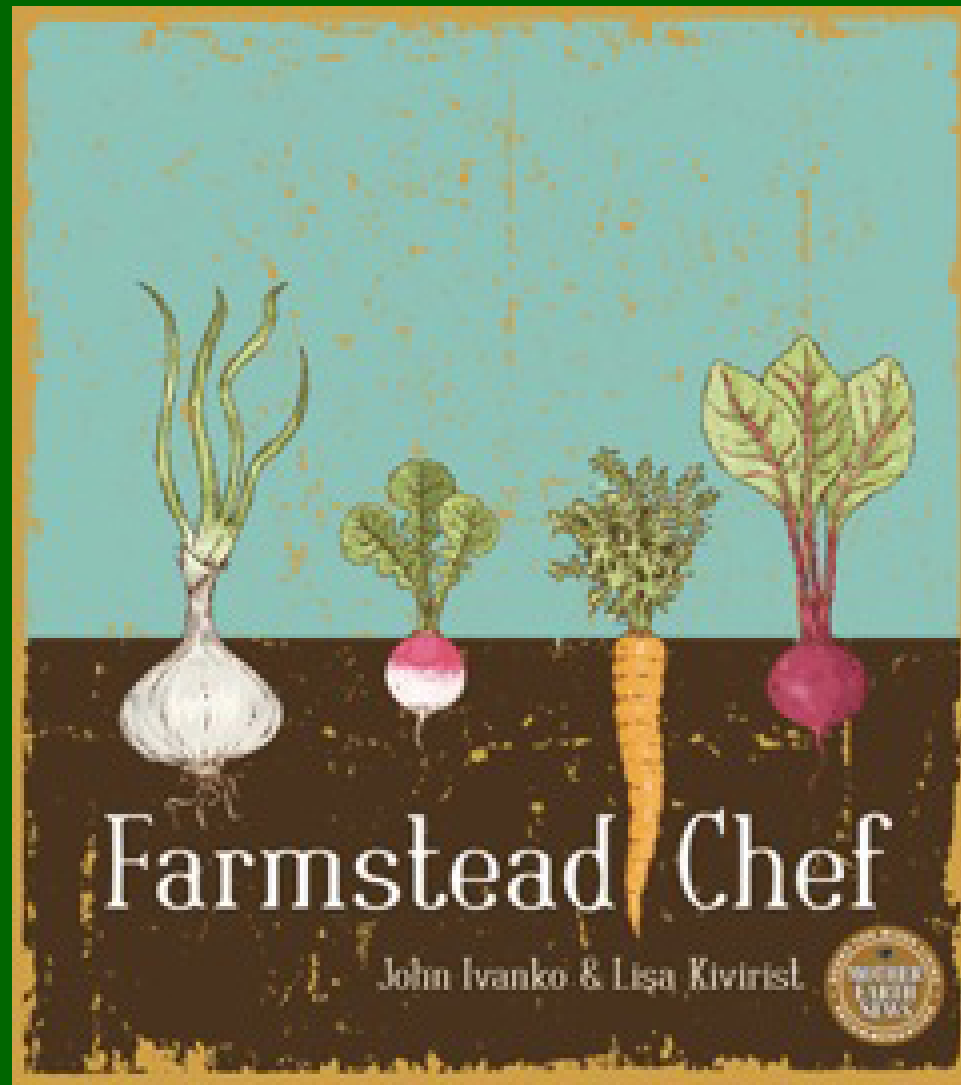
Savoring the  
Good Life with  
Vegetarian  
Recipes from  
Inn Serendipity



# Edible Earth

**Lisa Kivirist and John Ivanko**  
with Liam Kivirist







# Idea Generator

## 5. Sustainable resource management

Become an energy farmer

- wind turbine
- photovoltaic (PV)
- solar thermal (hot water)
- re-use fryer oil to make biodiesel for tractor



Inn Serendipity (Browntown, WI)

# Idea Generator

## 5. Sustainable resource management

### Sustainable forestry

- Silviculture
- Aquaculture
- Christmas trees
- Heating fuel source



Inn Serendipity (Browntown, WI)

# Define your good life





# Define your good life

