

Marketing the Sustainable Farm

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Kingbird Farm

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I. Overview of the Farm

- A. We are a 100-acre diverse organic farm started 10 years ago.
- B. We are first generation farmers without conventional baggage.
- C. We designed the farm with our own image.
- D. Currently we raise sows, feeder pigs, cattle, laying hens, broiler chickens, ducks, turkeys, culinary herbs, potted herbs, vegetables, and draft horses.

II. Diversity and Sustainability Goals

- A. We chose extensive diversity with three goals in mind.
 - 1. Spread our financial risk both in production and marketing
 - 2. Work toward creating a functional barnyard ecosystem incorporating crops, livestock, and the local environment.
 - 3. Provide our customers with a diverse selection of food produced in the same manner.
- B. This has led to “sustainability” on multiple levels
 - 1. It’s sustainable for the farm and its animals as they work in concert for a healthy life.
 - The grass and crops feed the different livestock species which graze on different levels
 - The livestock in turn provides pasture management and manure that nourishes the soil.
 - The crops we chose not only feed the animals and the customers, but also provide food and habitat for the wild birds, insects, snakes, and amphibians.
 - 2. Its sustainable for the farmer because this concert of interactions creates daily work that is a diverse array of physical and intellectual challenges rewarded with triumphs of superior production, robust animal health, and continued financial solvency.
 - 3. It’s sustainable outside itself through remarkable customer loyalty and interest in the farm. Our customers can see the passion in our farm both through our products and our enthusiasm about our methods.

III. How we share all this with our customers

- A. Brochure—describing our products and how they are raised in detail
- B. Website—Regularly updated information and photos.
- C. Articles—quarterly column about livestock farming in the NOFA-NY newsletter and articles in other magazines.
- D. Books—two books published about organic poultry.
- E. Photos—regularly updated photo album displayed at farmers market
- F. Personal Interactions—honestly answering questions at market, over the phone, by email, and at the supermarket.
- G. Farm visits—our farm is an open book for customers and other farmers
 - 1. We have a self-serve store at the farm open year round.
 - 2. Customers commonly look around the farm when they drop by
 - 3. The store also provides literature and info on farming
 - 4. We host several tours every year for the public.

IV. The long-term reality—The long-term sustainability of this farm is supported by the trust and loyalty of our customers.