



Small Scale Poultry on Pasture

JODY PADGHAM

WILD CRESCENT FARM

BOYD, WISCONSIN



APPPA

American Pastured Poultry
Producers Association

MIDWEST ORGANIC
& Sustainable Education Service
MOSES

Raising Poultry on Pasture Ten Years of Success



The American Pastured Poultry
Producers Association Compilation

Edited by Jody Padgham

FEARLESS FARM FINANCES

Farm Financial Management Demystified
2nd Edition

By Jody Padgham, Craig Chase, and Paul Dietmann



MIDWEST ORGANIC
& Sustainable Education Service
MOSES







My Poultry

- 100-200 Cornish Cross Broilers per season
- Pre-ordered by 10-15 customers
- Custom raised
- One 8-9 week time period
- Organic feed & management
- On-farm butcher





Why Poultry?

- Easy to set up
- Low investment, set up needs
- Quick turn around (7 weeks to 5 months)
- Generally strong market demand
- Great children's enterprise



What Scale?

- Family consumption & enjoyment
- Sales to family & friends
- Adjunct enterprises on diversified farm
- Significant income maker





Things to Consider

- Everyday management
 - Occasional times of extra work
- Some people don't like poultry!
- To make money on any scale, must develop efficiencies

Things to Consider

- How does this fit with what you already do?
 - Labor/time
 - Physical resources
 - Markets



Challenges



- Everyone likes to eat poultry!
 - Choices of management style may be dictated by predators
- Responsibility for managing live animals
- Finding processing





Wisconsin allows up to 1,000 birds on-farm slaughter, sales direct from farm **only**.

Small scale organic exemption: Organic certification not required if overall farm organic sales are less than \$5,000.

But, you must follow ALL organic practice rules.

Economics

- You must figure cost of production to set prices
- Many people in market are not charging enough
- Pricing matters more the larger you get. ***You lose more money the more you sell if your price isn't set above costs.***
- You can charge more by identifying why your product is special: organic, grass fed, home-grown, etc.



Economics



If your customers complain about your price, ***find new customers!***

Enterprise Analysis

	A	B	C	D	E
1	Wild Crescent Farm Broiler Analysis	\$4.75/lb			
2		2016		2017	
3	# chicks ordered	115		115	
4	total butchered	110		114	
5	# birds sold	93		92	
6	Personal consumption	17		22	
7	Avg bird weight (lbs)	4.85		5.03	
9	INCOME				
10	Broiler sales	\$ 2,142.72		\$ 2,197.88	
11	Home use	\$ 391.63		\$ 525.88	
12	Total value of birds butchered	\$ 2,534.35		\$ 2,723.76	
13	Avg value per bird butchered	\$ 23.04		\$ 23.89	5% discount for orders 20 or more
15	EXPENSE				
16	<i>variable</i>				
17	chicks	\$ 147.00		\$ 149.00	
18	feed	\$ 900.00		\$ 795.00	new supplier in 2017
19	<i>fixed</i>				
20	equipment (amortized)	\$ 125.00		\$ 125.00	
21	supplies (incl postage, bags, wood chips, vinegar, brooder bulbs, misc)	\$ 80.00		\$ 80.00	
22	utilities (brooder lights, propane)	\$ 50.00		\$ 50.00	
23	Overhead	\$ 89.00		\$ 89.00	
24	Use allocation (storage, brooder, truck)	\$ 50.00		\$ 50.00	
25	labor (50 hrs @ \$15)	\$ 750.00		\$ 750.00	
26	Total expenses	\$ 2,191.00		\$ 2,088.00	
28	avg exp. per bird butchered	\$ 19.92		\$ 18.32	
29	minus costs for raising pers birds	\$ (161.81)		\$ (182.18)	variable expenses x # eaten
30	total expenses for birds sold	\$ 2,029.19		\$ 1,905.82	
32	Net before taxes total (excl pers use)	\$ 113.53		\$ 292.06	
33	Net before taxes per bird sold	\$ 1.03		\$ 2.56	

Enterprise Analysis

27			
28	Equipment, 10 years (most bought used or built)		
29	3 pens	\$ 300.00	
30	waterers	\$ 100.00	
31	feeders	\$ 10.00	
32	processing equip	\$ 260.00	
33	brooder lights	\$ 20.00	
34	small equip (knives, cones etc)	\$ 100.00	
35	bins	\$ 40.00	
36	3 fences	\$ 420.00	
37		\$ 1,250.00	125.00/year
38	Annual Overhead/ 60 acres		
39	Taxes	\$ 1,828.00	
40	Mortgage interest	\$ 2,209.00	
41	Insurance	\$ 1,318.00	
42		\$ 5,355.00	89.25/acre

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Enterprise Analysis

Personal bird deduction =
variable expenses x # birds not sold

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Thank you!

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American Pastured Poultry Producers Assn

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