

Increase Income through Diversification



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





BARN AND SILO



90

94

EAST
Kennedy Expy
Chicago Loop



19

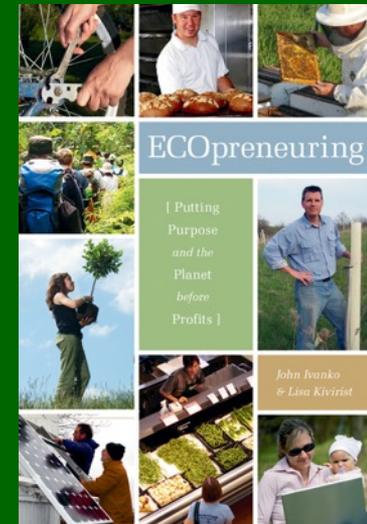
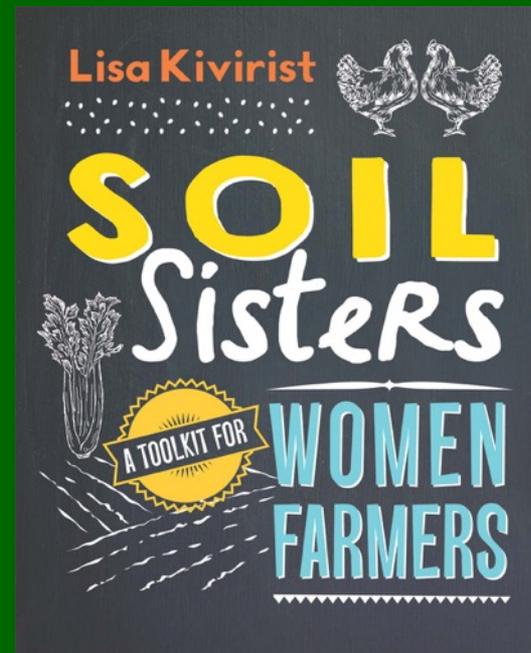
Keeler
Irving
1/4



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



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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.

	Size	Price	Amt. Ordered
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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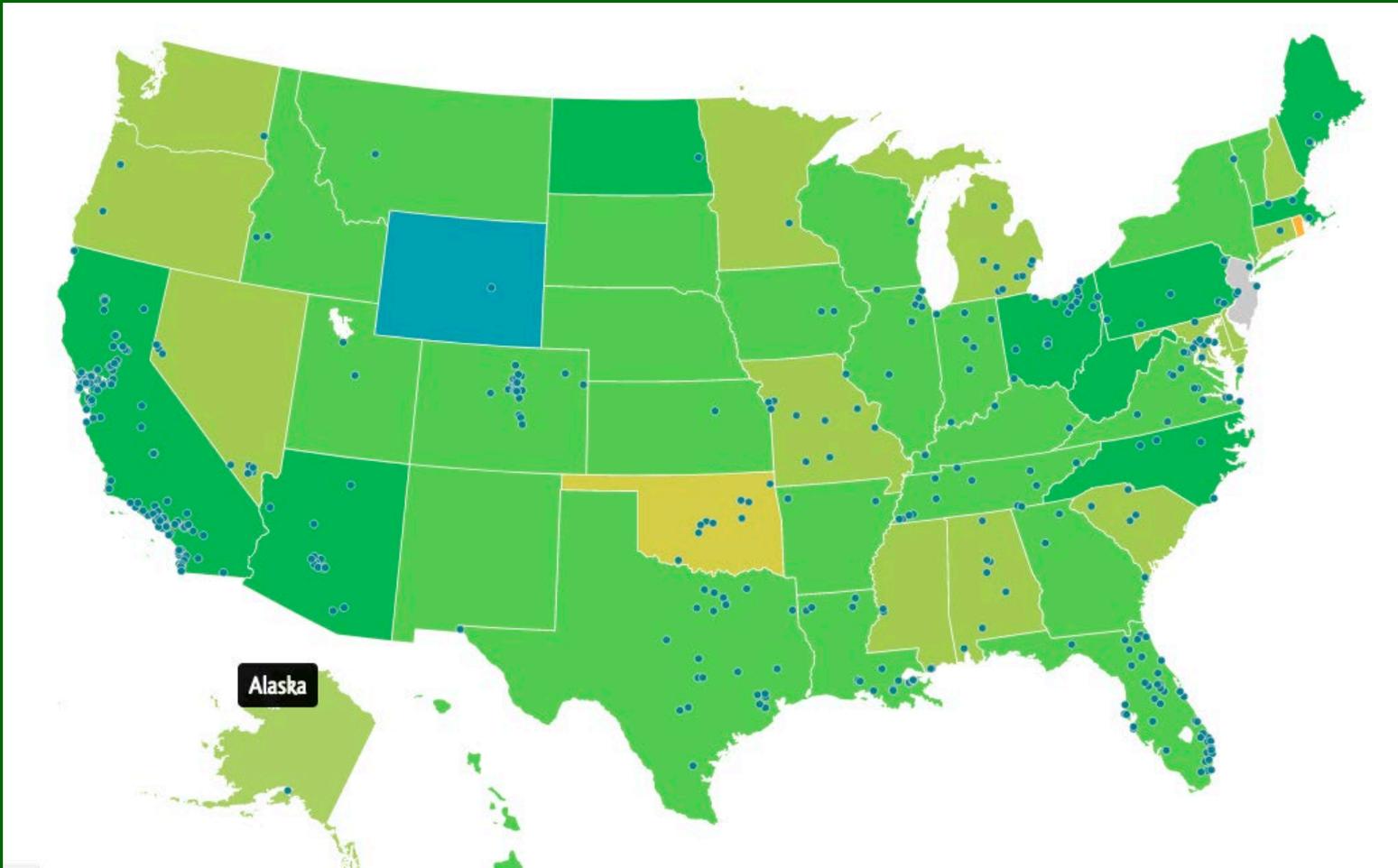
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Law status:

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 top portion of the Farmstead Bakery website. The header includes the logo on the left, which consists of three red spoons and the text "Farmstead Bakery: Recipes and Resources". To the right of the logo is a navigation menu with the following items: "Home", "About" (with a dropdown arrow), "Recipes" (with a dropdown arrow), "Packaging" (with a dropdown arrow), "Display Ideas" (with a dropdown arrow), "More Sales Ideas", and "Webinar". Below the header is a large photograph of seven women of various ages and ethnicities posing on and around a green tractor in front of a red barn. The barn has a large red and white Swiss cross logo. The women are dressed in casual, farm-style clothing, and some are holding baskets of produce or baked goods. The tractor has "400" and "IN DE" visible on its side.

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

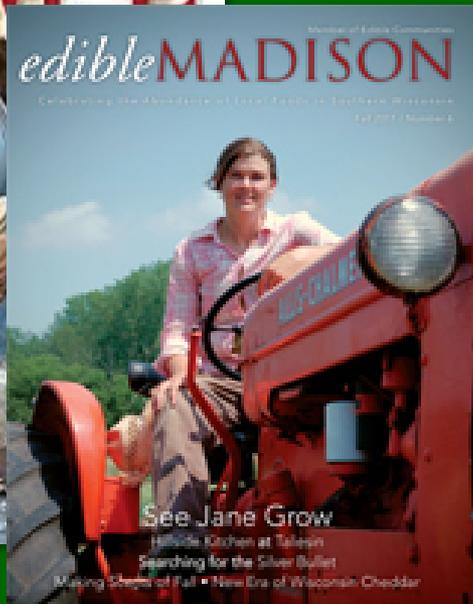
4. Writing & workshops

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



Idea Generator

4. Writing & workshops

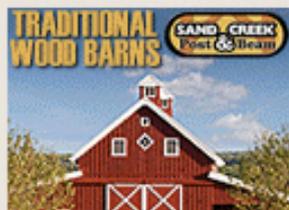






- home
- news
- calendar
- resources
- publications
- online exclusives
- community
- hobby farms rewards
- my farm
- say cheese
- videos
- hobby farms blogs
- product spotlight
- about us

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



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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](#)



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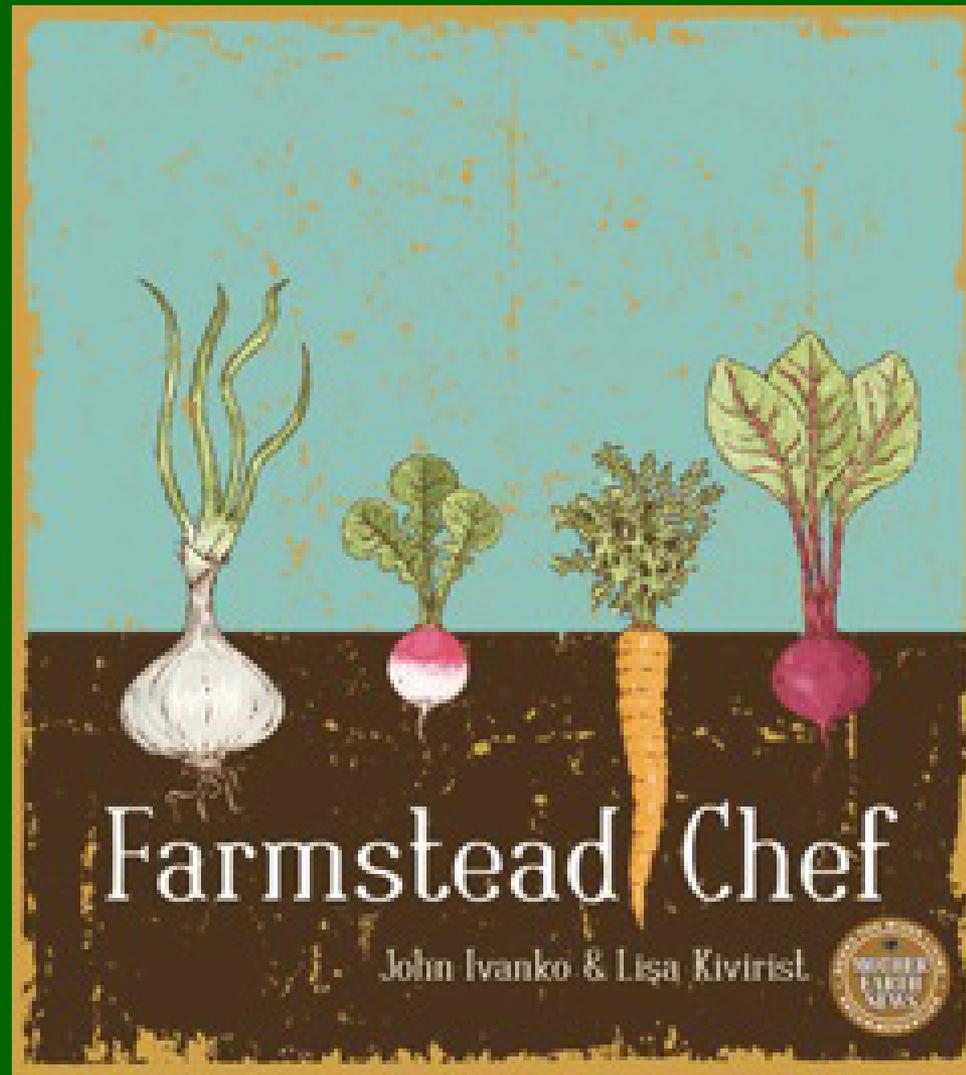
Savoring the
Good Life with
Vegetarian
Recipes from
Inn Serendipity



Edible Earth



Lisa Kivirist and John Ivanko
with Liam Kivirist



Farmstead Chef

John Ivanko & Lisa 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

