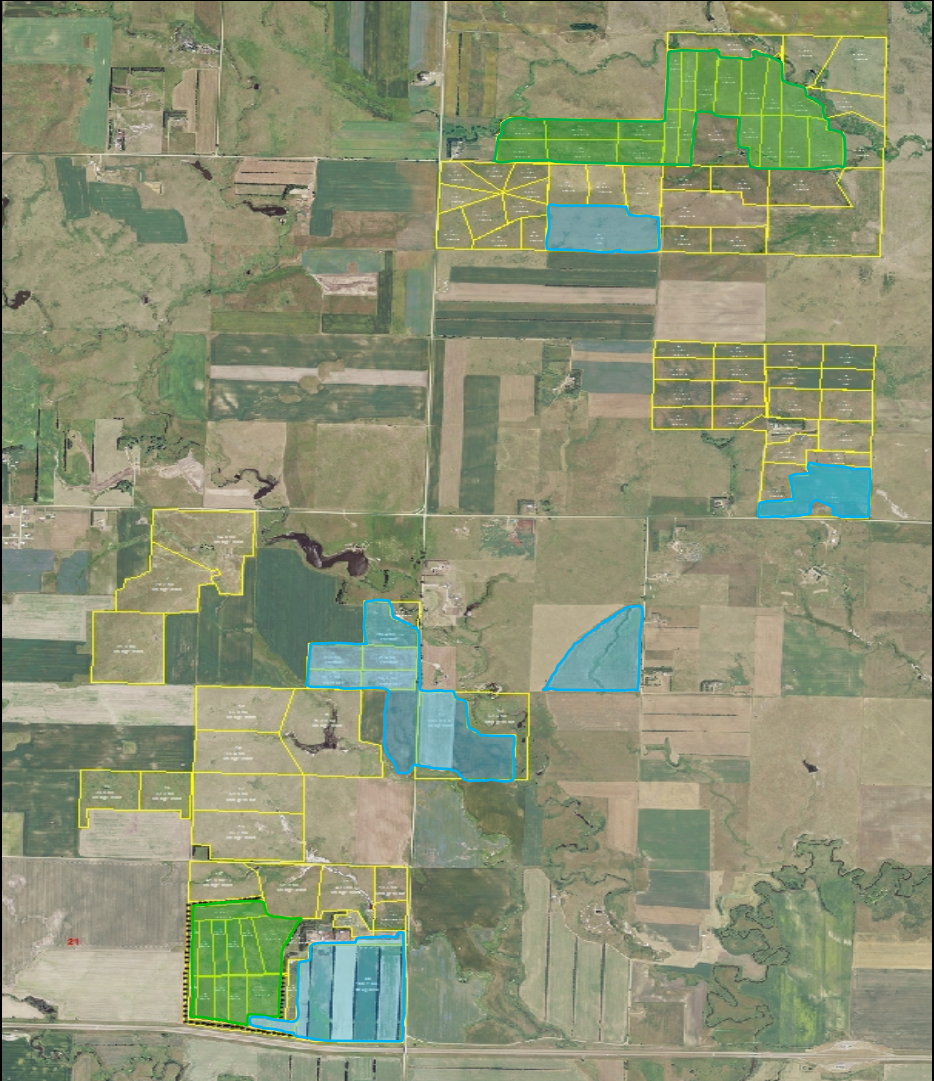


SHA

- Stacked Enterprises

Our Farm Is An Ecosystem!





What Resources Do You Have Available?

- Land – Owned or leased
- Genetics – Plants, animals, biology
- Dollars
- People

The Next Generation



- An operation is not truly sustainable unless it is able to continue it to the next generation.
- (Family member or not)

RANCH

- Brown's Ranch Living Trust
- The Trust Owns All Ranch Assets Such As Land, Livestock and Equipment
- Gabe and Shelly Receive Profits Until Their Passing Upon Which 100% Goes To Paul

- Paul works for us (yes, we pay him) knowing he gets 100% of all ranch assets upon our passing.
- This does not mean we treat him like a slave.....(we do allow him six hours of sleep a night)

- We also have a daughter who, upon our passing, will receive 100% of our personal assets, including life insurance policies.

- Is it equal? No
- Is it fair? Yes

FOOD DOLLAR

- 14% To The Farmer
- 86% To Processing and Marketing
- WHY????

\$\$\$\$

- Call Us Greedy, But We Want To Capture A Larger Percentage Of The Food Dollar!
- Market To End User As Much As Possible!

Retail Products

- Brown's Marketing LLC.
- Paul 60% Gabe 20% Shelly 20%
- Purchases Live Animals and Produce From Brown's Ranch
- Fabricate And Retail These Products

Native Range



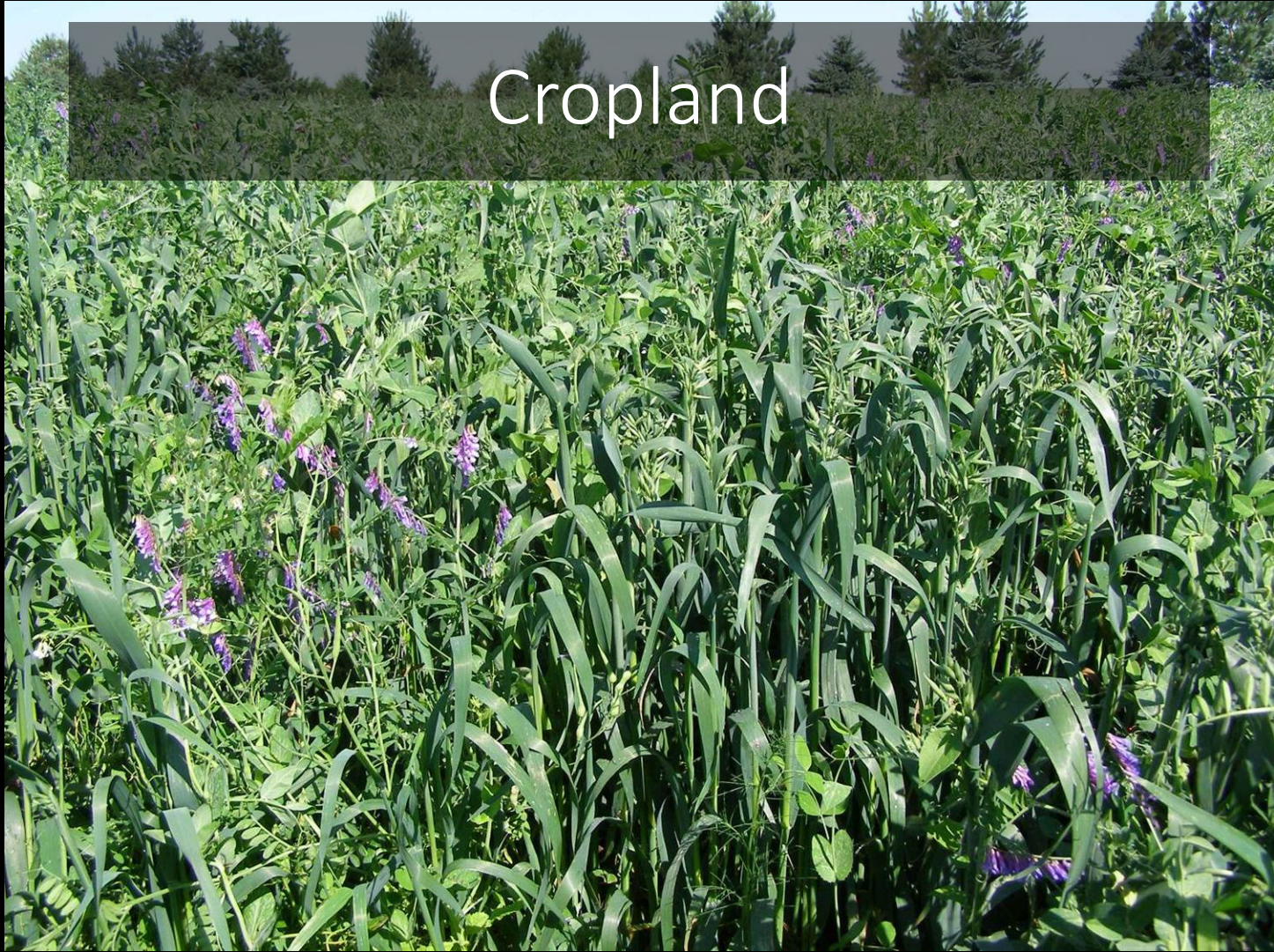
Expired CRP



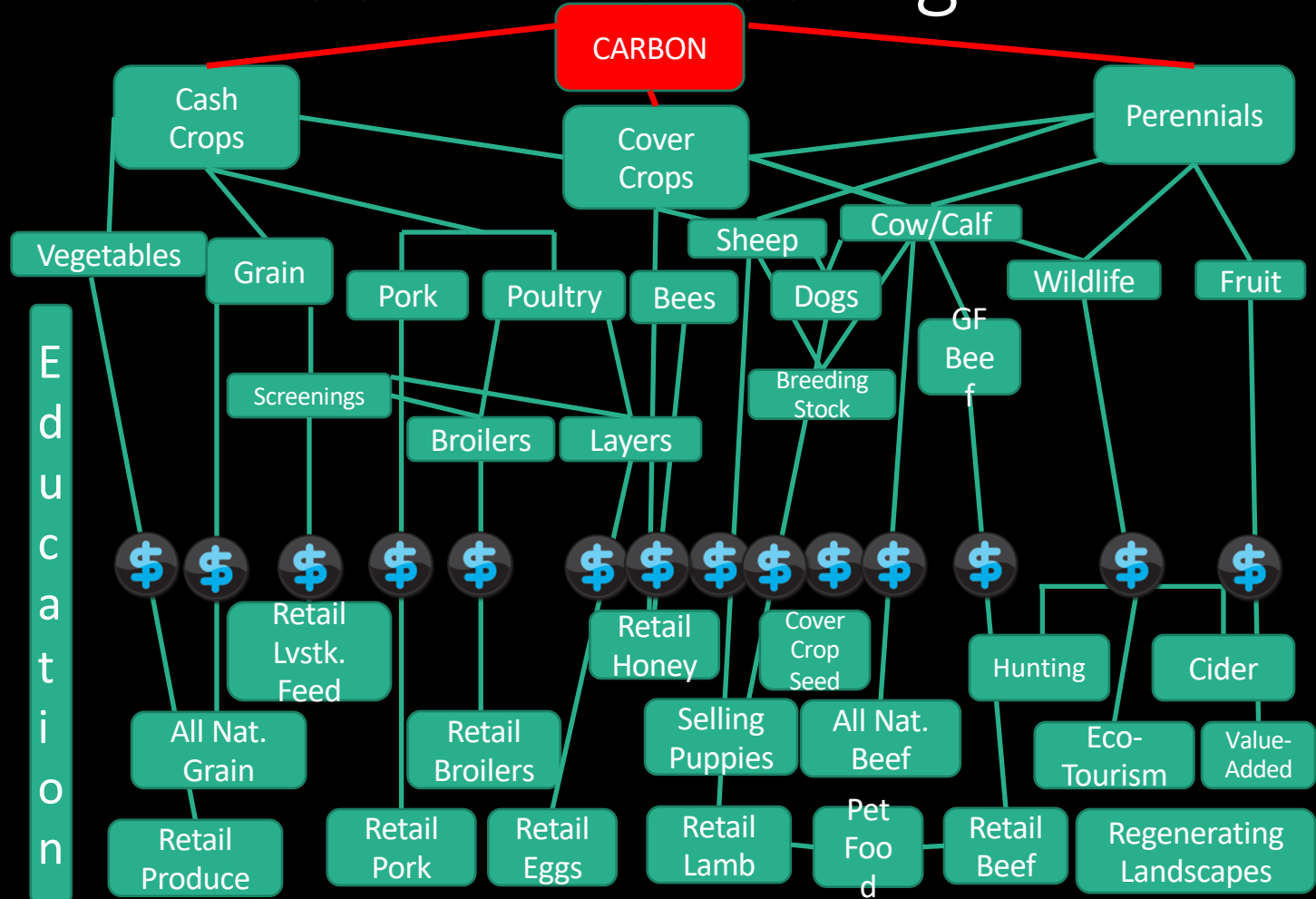
Tame Grass - Legume



Cropland



Soil-Water-Sunlight



We Focus On Healthy Soil So Why Not
Market That Fact?



START

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

WITH

SIMON SINEK

WHY

WITH A NEW
PREFACE
AND
AFTERWORD

Our Why

- Our “WHY” is to regenerate landscapes to provide nutrient dense food in order to give our and future generations the opportunity to be both healthy and sustainable.

- This “WHY” is taken into consideration in everything we do and say.

Open Door Policy



Show Them Everything!



If they see it with their own eyes, you build
TRUST!



- If They Trust You
They Will BUY!

- If Not Me – Who?
- If Not Now – When?

Bowdon Meat Processing



Small Co-op, Employs 8 people



Trademarked Label



Label All Products



Expanding Our Customer Base & Acquisition





Our Customer Base

What Our Customers Are Asking Us:

- 1) Where Are You From?
- 2) Do You Feed Any GMO's?
- 3) Do You Use Antibiotics?
- 4) Do You Use Any Hormones?
- 5) How Do You Treat Your Animals?

- By holding to our “WHY” we can honestly answer those questions.

- Grow as your clientele grows.
- Find out what they want and then offer it.

- Work On Developing Our Own Markets To Capture More Of The Food Dollar!

Useful Tools for Direct-Marketing

- GrazeCart Software
- MailChimp
- Survey Monkey
- Google Analytics 360
- Google Forms can work at an entry level too!



Products ▾

Locations

Recipes

How It Works

About ▾

Newsletter!

Contact

Account ▾

📍 [Freedom Chiropractic Health Center \(Fargo\) \(edit\)](#) on [Tue Feb 7th](#)

🕒 [1 day left to order](#)

🛒 [\\$88.00](#)

[Checkout >](#)

Grass-Finished Beef & Lamb, Pastured-Pork, Free-Range Eggs, Honey, & More...

Pasture-raised foods delivered to your neighborhood

[Start Shopping](#)

How It Works

1

Sign Up

2

Shop

3

Pick Up

Pickup Locations

CornerStone Chiropractic (Minot)

Next Pickup: Thu, Feb 23rd
Times: 5:30 p.m. on the third Thursday of each month
[View full schedule](#)
1350 20th Ave SW
Minot, ND 58701

Dickinson Prairie Hills Mall


Next Pickup: Thu, Feb 16th
Times: 5:30 p.m.
[View full schedule](#)
1681 3rd Ave W #1
Dickinson, ND 58601

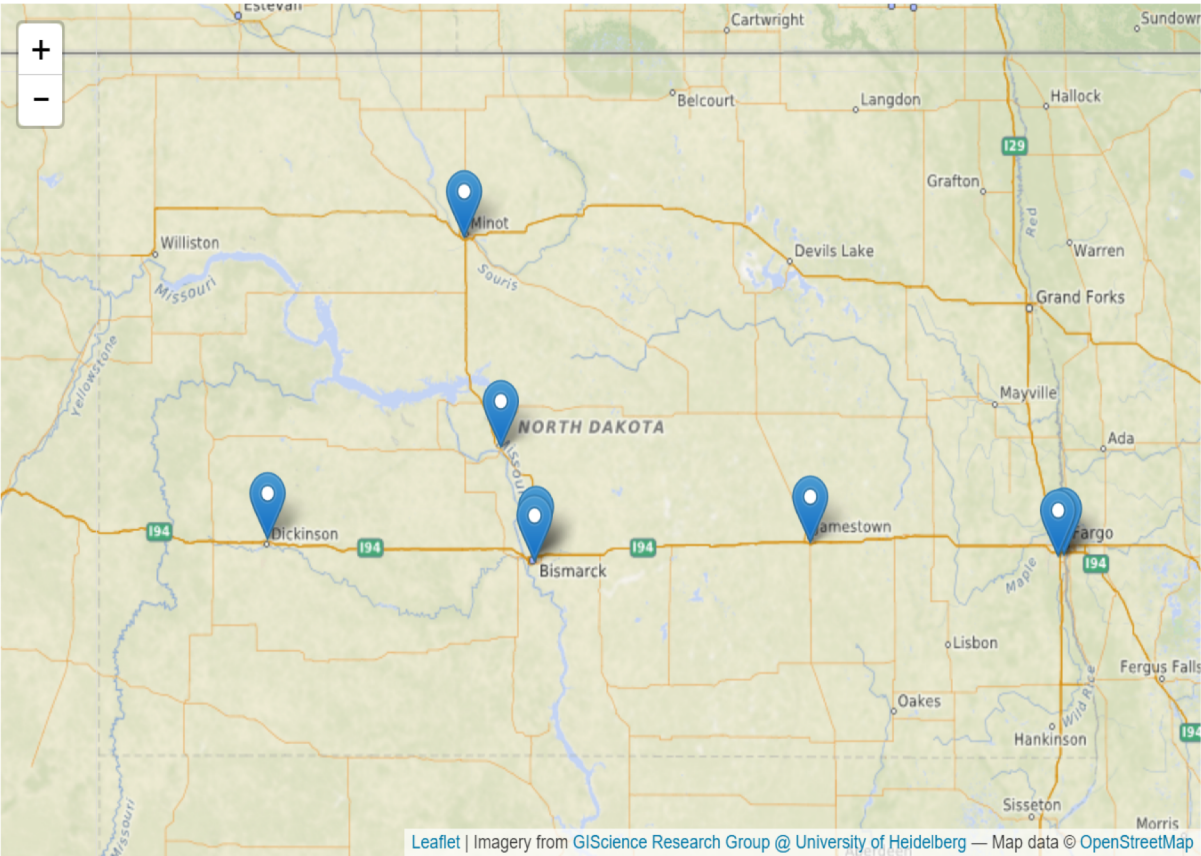
Freedom Chiropractic Health Center (Fargo)

Next Pickup: Thu, Mar 2nd
Times: 5:30 p.m.
[View full schedule](#)
3587 45th St. S
Fargo, ND 58104

Jamestown Buffalo Mall

Next Pickup: Thu, Mar 2nd
Times: 5:30 p.m.

 Enter your zip code to find your closest pickup location



Can't find any locations close to you?

Start Your Own Pickup Location!

Customers Order and Pay Online

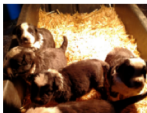
- Delivered Once Each Month To 6 Cities
- Customers Pick Up Within $\frac{1}{2}$ An Hour
- Can Service 50 Customers In That Time
- Two Cities Per Day To Save Time And Fuel



February Specials

Beef Shanks \$4/#
Sirloin Steak \$8/#
New York Strip Steak \$10/#
Brisket \$7/#
Ground Lamb \$8/#

Shop Now



Hi All,

I decided to share some pictures with you of our recent travel to Kauai. Shalini and I

Hi All,

I decided to share some pictures with you of our recent travel to Kauai. Shalini and I along with my sister and brother-in-law were able to get away for a week in late January. Of course while there, I had to contact a rancher so that I could get my livestock fix while I was away from the ranch. The upper picture was taken at the Jurassic Kaili Ranch on the north side of the island. Randall, the ranch manager was kind enough to give us a morning tour of the ranch where they raise hair sheep and grassfed beef. I am sure some of you have seen this ranch before as it is where the Jurassic Park movies were filmed. While on the island, we explored the local food scene and cooked up some amazing local macadamia-crusted pork chops with bacon and brussel sprouts. The vibrant farmers markets are filled with a wide variety of local meats, vegetables and fruits. Meanwhile back at the ranch, we welcomed the addition of 5 border collie pups. They are doing well and are now starting to get pretty mobile!

All is going well on the ranch. The warmer weather has been a welcoming change and the livestock are enjoying it. This also means that egg production is picking up, so I hope to keep a good inventory of eggs throughout February. Currently, Gabe is speaking in Pennsylvania and Shalini is attending a ranching/agriecofishing conference in central California. As soon as they get back next week, Gabe and I will be heading to Wisconsin to share our story with local farmers and ranchers. On another note, Gabe was recently named one of the top 25 most influential farmers in the world by the National No-88 Association. Go dad! It was great to see as so much of his time is spent sharing his knowledge on land regeneration and soil health. He has had a positive impact on many producers that have now changed the way they farm and take care of their land and because of this, are sequestering more carbon and holding more water in their soils.

I also wanted to share with you a couple of events coming up. The first is a Valentine's Day Dinner at Firefour Pizza. Owners Kenny and Kendra will be featuring Nourished by Nature Peppercorn-Crusted Short Ribs on the menu for the special day. They have been long-time supporters of us and I appreciate their dedication to local foods. Here is a link to the event and menu: <http://nbs.campaign-archive2.com/?v=37be1e0c2a38a887c1d8b85d4e0c7bd15203>. Then on March 4th in Minot, Companions for Children will be having their annual Martin Masquerade Fundraiser. Companions for Children is a non-profit organization based out of Minot that pairs youth with adult mentors which serve as role models to them. We have donated a couple of our pork bundles to the silent auction, so if you are interested in supporting a great cause, please check it out. Here is a link to the event <http://www.martinmasquerade.com/>.

I hope you are all doing well and are continuing to enjoy what our ranch has to offer. We appreciate your support and strive to continue producing healthy food for you and your families.

Your farmer,
Paul

Delivery Dates

Fargo: February 7th
Freedom Chiropractic Health Center 5:30 p.m.
Optimal Chiropractic 6:30 p.m.

Jamestown: February 7th
Buffalo Mall 12:30 p.m.

Dickinson: February 16th
Prairie Hills Mall 5:30 p.m. MT

Bismarck: February 28th
Sears Parking Lot 5:30 p.m.
Scheels Parking Lot 6:30 p.m.

Washburn: February 23rd
Interpretive Center 3:30 p.m.

Minot: February 23rd
Corner Stone Chiropractic 5:30 p.m.

Wholesale

- Eases labor burden of marketing.
- Greater exposure.
- Less profit per item.

Bis-Man Food Coop Opened May, 2016



Explain Your “WHY”



Restaurants

- At this time we use them to market some of the “less popular” cuts.
- Example: El Tapitio – Tongue and Oxtail.

Critical Factors in Marketing

- Know Your Cost.
- One must accurately keep track of all expenses.

- We have developed 112 different products of beef, lamb, pork, eggs and honey.
- Also offer fruit and heirloom vegetables in season.

- Challenge in getting recipes approved for sausages, brats, cured products, etc..
- Takes patience in working with bureaucracy.

Brown's Ranch Cash Crops

Wheat – CSG Oats – CSG Triticale - CSG Barley – CSG Rye - CSG	Hairy Vetch – CSB Peas - CSB
Corn – WSG BMR Sorg.-WSG	Sunflower – WSB

Rye and Hairy Vetch



Winter Triticale/ Hairy Vetch

Income

- Yield: 55 x \$7.00 = \$385.00
- Yield: 450# x \$1.75 = \$787.50
- Total Income: \$1,172.50

Expense

Land Cost:	\$50.00
Seed:	40.
Seeding:	24.
Herbicide:	24.
Combining:	35.
Trucking:	6.
Storage:	18.
Cleaning:	26.
Marketing Labor:	32.50
Total Expenses:	\$257.50

Net Profit/Acre
\$915.00

A wide-angle photograph of a mature oat field. The oats are a vibrant golden-yellow color, indicating they are ready for harvest. The field is densely packed with plants, and the rows stretch far into the distance. The sky is a pale, clear blue, and the horizon is visible in the upper third of the frame.

Oats:

No Fertilizer, Pesticides or Fungicides

Oats

Income

- Yield: 112
- Price/bu.: \$5.50
- Total Crop Income: \$588.
- Grazing Income: \$110.
- Total Income: \$698.

Expense

Land Cost:	\$50.
Seed:	\$16.
C/C Seed:	4.45
Seeding:	24.
Herbicide:	23.
Combining:	25.
Trucking:	22.40
Storage:	11.20
Cleaning:	15.
Marketing Labor:	25.
Total Expenses:	\$216.05

Net Profit/Acre: \$481.95

Yields: 2008-2018

• Brown's		• County Average	
• Corn	127	•	98
• Spring Wheat	62	•	39
• Oats	112	•	62
• Barley	72	•	48

Cost of Production Including Land Cost 2008-2018

- Corn \$1.41/bu
- Oats \$.97
- Peas 2.78
- Wheat \$1.82

Vegetable Production



Corn/Peas/Beans











Fruit Trees



Fruit

- Fresh
- Ciders
- Hard Cider
- Other retail products

Nut Trees For Future Generations



Pollinator/Predator Strips





Bees



20% Higher Production



Honey



Easy Money!

• Cost of Honey	\$1.80/#
• Packaging	.45
• Marketing	.50
• Total Cost/#	\$2.75
• Retail /# Average	\$5.50
• Profit/#	\$2.75/#





Market The Whole Animal

Example: Tongue

Oxtail

Cheeks

Fat

Bone

BEEF

• Avg. Carcass Weight	647.40#	
• Processing Cost		\$1052.06
• Paid to Ranch		\$1600.00
• Marketing, Electricity & Fuel		\$ 203.00
•		
• Steaks	66.43# \$12.22/#	\$ 811.77
• Roasts	49.99# \$8.20/#	\$ 409.92
• Ground	279.34# \$6.96/#	\$ 1944.21
• Misc. Cuts	77.50# \$7.69/#	\$ 595.98
• (Brisket, Cheek, Ribs, etc.)		
• Bones	11.28# \$6.05/	\$ 68.24
• Organs & Tallow	43.56# \$4.00/	\$ 174.24
•		
• Total	528.10#	\$4004.36
• Net		\$1159.30
•		

Total Beef Profit

- Ranch \$ 468.
- Retail \$1,159.
- Total Profit Per Beef \$1,627.

Grass Finished Lamb



Stacking Enterprises



Lamb

- Avg. Carcass Weight 71.63#
- Processing Cost \$125.14
- Paid to Ranch \$175
- Marketing, Electricity & Fuel \$74
-
- Chops 9.58# \$13/# \$124.54
- Roast 3.53# \$10/# \$ 35.30
- Leg 1.76# \$10/# \$ 17.60
- Stew 3.82# \$7/# \$ 26.74
- Shanks 4.86# \$6/# \$ 29.16
- Ground 27.38# \$10/# \$273.80
-
- Total 50.93# \$507.14
- Net \$143.00

Total Lamb Profit

- Ranch \$ 45.
- Retail \$145.
- Total Net Profit Per Lamb \$190.

- 1.6 Lambs/Ewe
- Net Profit/Ewe \$304.

Livestock Guard Dogs



Stock Dogs



Livestock Dog Income

- Two Litters Per Year X 7 Pups Per Litter = 14 Pups
- Guard Dogs and Stock Dogs x2
- Total Pups For Sale = 28
- Average Price Per Pup x\$500.
- **Extra Gross Income from Pups \$14,000.**

Generating Profit

- The way to generate large profits is by taking the “waste” products of one enterprise to fuel another enterprise.

GRAIN CLEANER



Pastured Pork



PORK

• Processing Cost			\$381.49
• Paid to Ranch			\$275.00
• Marketing, Electricity & Fuel			\$102.00
•			
• Chops	18.74#	\$10.00/#	\$187.40
• Roasts	19.86#	\$ 8.00	\$158.88
• Ribs	8.21#	\$ 10.00	\$ 82.10
• Bacon	32.29#	\$ 9.00	\$290.61
• Ham	20.46#	\$ 7.50	\$153.45
• Ground	39.33#	\$ 8.50	\$334.31
• Hocks	6.05#	\$ 5.00	\$ 30.25
•			
• Total	144.89#		\$1237.00
• Net			\$ 478.51

Total Pork Profit

- Ranch \$120.
- Retail \$478.
- Total Net Profit Per Pig \$598.

- 7 Pigs Harvested/Sow/Farrow
- Net Profit/Sow/Farrowing \$4,186.

Pastured Broilers



Pastured Broilers

Income / Bird	\$25.00
(4# Bird + Gizzard +Feet)	2.00
Minus Expenses:	
Cost / Bird (including death loss)	\$ 1.55
Feed (Starter and Screenings)	\$ 2.45
Labor and Marketing	\$ 5.75
Net Profit/Bird	\$17.25

Pastured Laying Hens



Eggmobile





Pastured Laying Hens



Layers follow beef by 3 days



There Is A Difference!



Pastured Layers

- Free-Range Eggs 1,000 Hens
 - Gross Income \$1,750.
 - (1,000 hens @ 600 eggs/day x 7 days)
 - Cost of Hen, Feed, Marketing & Processing \$375.
 - (@1.07/doz.)
- **Net Profit/Week \$1,375.**

Dual Purpose Hoop House



Comfortable Even At -20



Flavored Pork



Opportunities Are Only Limited By One's Imagination!

- Pastured Dairy (milk, cream, cheeses, etc..)
- Soap
- Rabbits
- Compost Sales
- Ground Grains (flour, mustard, etc..)
- Pies, Pastries, etc...
- Turkeys
- Ducks – including eggs
- On Farm Fabrication (eggmobiles, etc..)
- Hide Sales
- Floral Arrangements
- Wool Products

08/01/2012

- Do not tell me that we cannot bring the next generation into the operation!

- DO NOT TELL ME THERE IS
NOT MONEY IN PRODUCTION
AGRICULTURE!

\$\$\$\$\$

- We are now profitable
EVERY year, regardless of
price!

- We Enjoy Signing The Back Of The Checks –
- NOT THE FRONT!

We Do This Without Any
Government Subsidies Of
Crop Insurance, EQIP, CSP Or
Any Other Program!

- One's Ability To Be Successful With Regenerative Agriculture Is Directly Related To One's Understanding Of How Ecosystems Function!

- People Laugh At Me Because I'm Different –

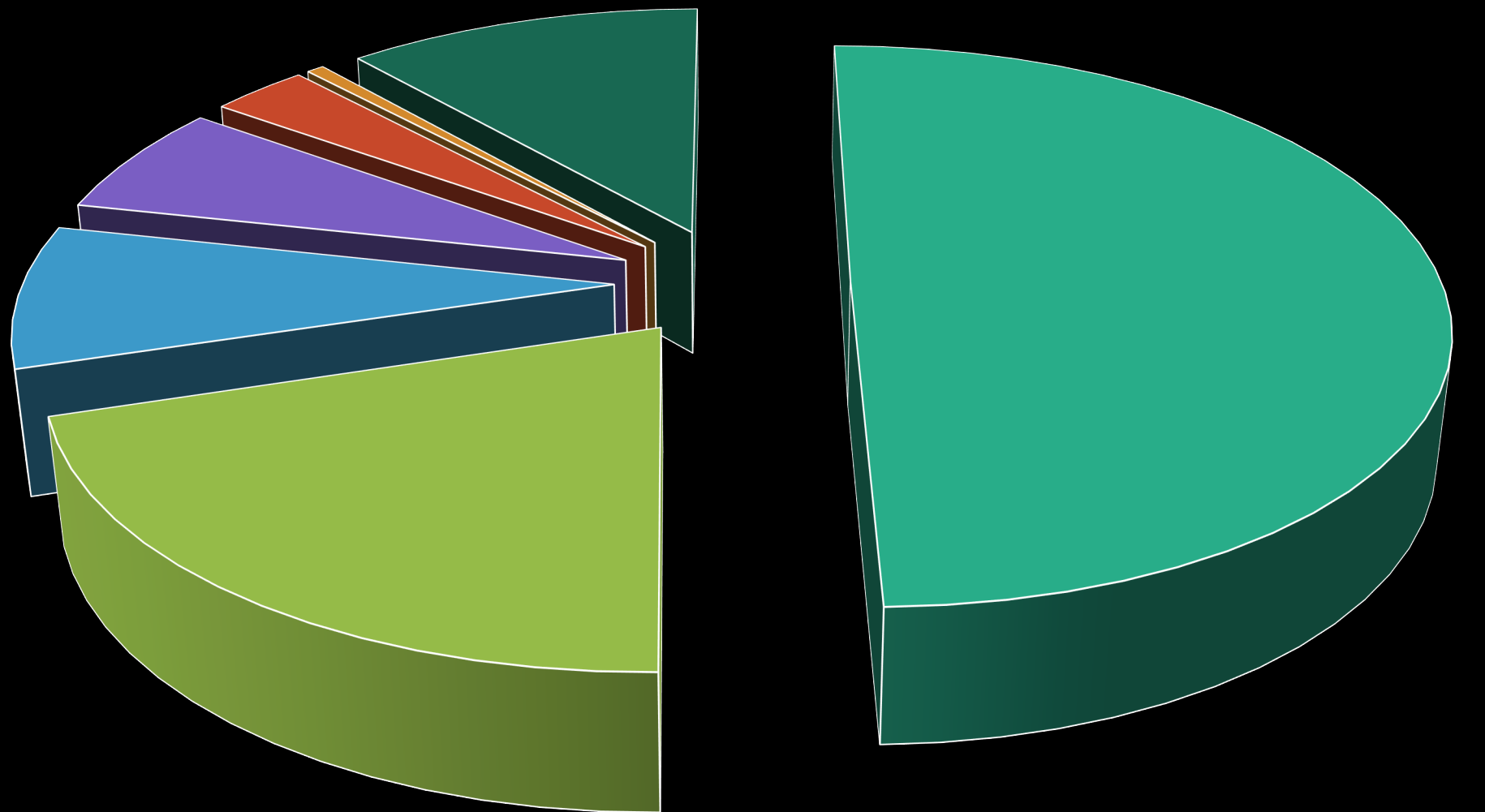
-

I Laugh At Them Because They Are All The Same!

Questions?

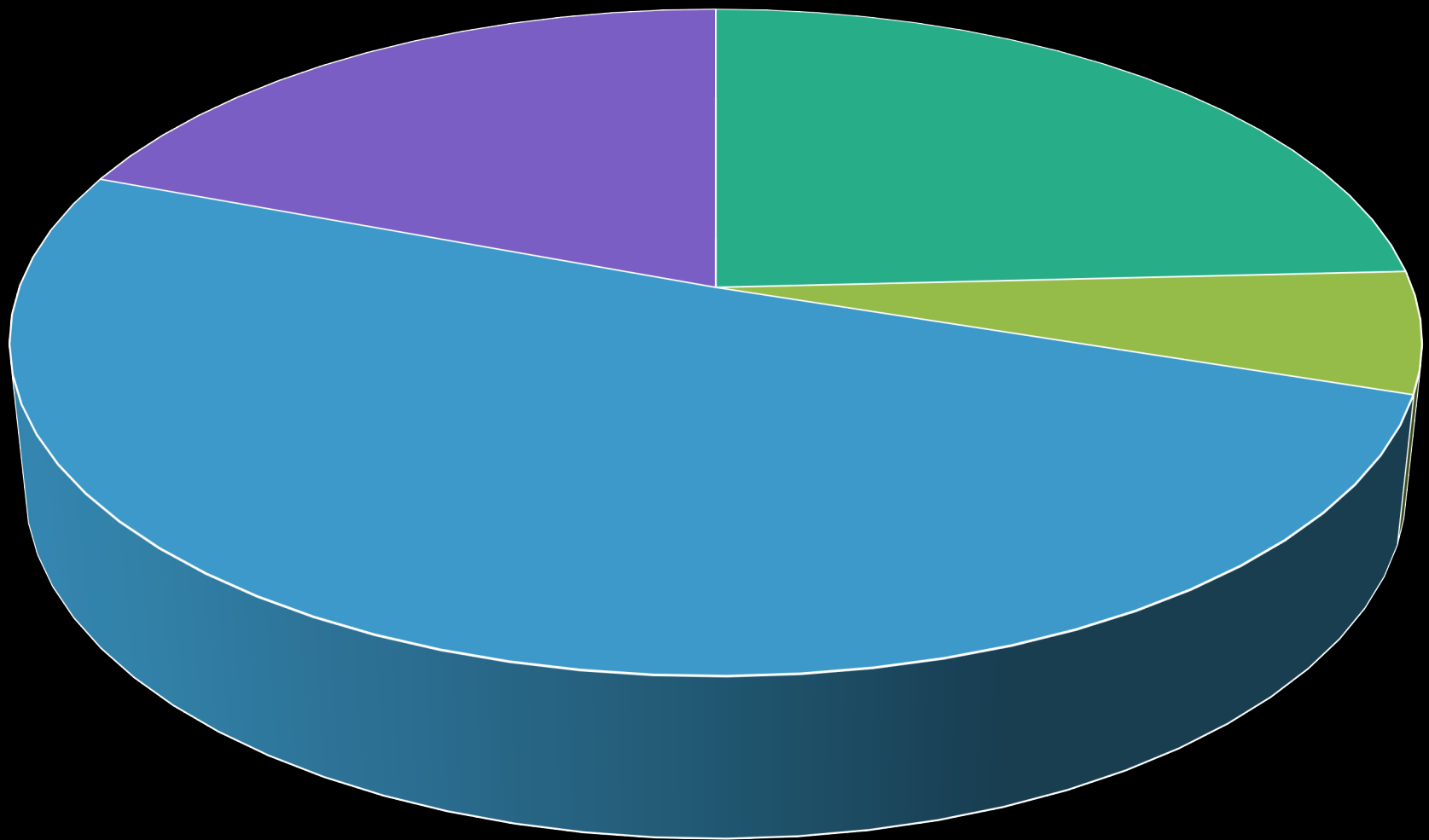


Enterprise Sales



■ Beef (50%) ■ Pork (20%) ■ Lamb (8%) ■ Eggs (6%) ■ Honey (3%) ■ Flowers (1%) ■ Vegetables (11%)

Sales Outlets



■ Farmers Markets (24%) ■ Shows & Expos (6%) ■ Online Orders (51%) ■ Wholesale (19%)

Improvements are coming soon to the Google Analytics UI. [Learn more.](#)

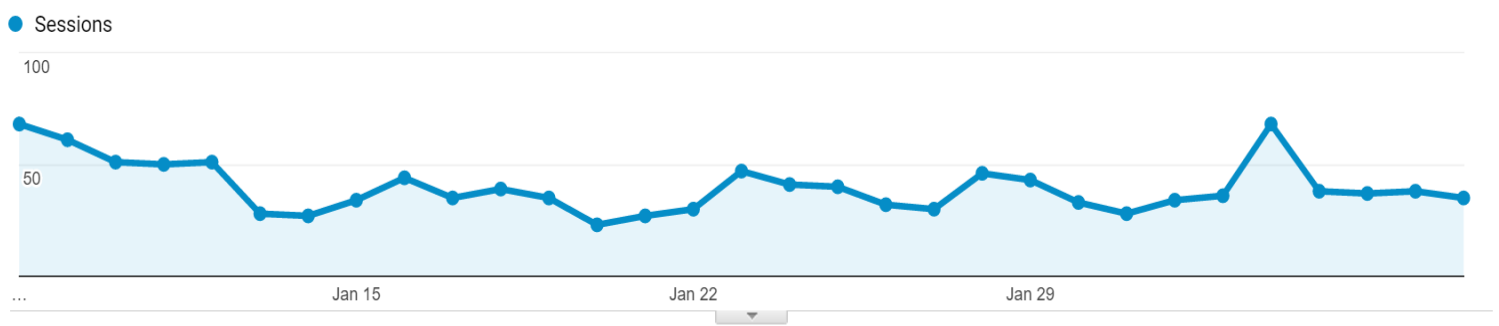
Search reports & help

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience

Overview

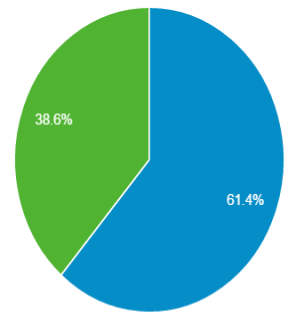
Sessions vs. Select a metric

Hourly Day Week Month



Sessions 1,229	Users 821	Pageviews 13,629
Pages / Session 11.09	Avg. Session Duration 00:03:29	Bounce Rate 11.96%
% New Sessions 61.35%		

New Visitor Returning Visitor



Campaigns







Create Campaign

☐

Folders ▼

Filter ▼

Download Completed Campaigns

<input type="checkbox"/>	<div></div> <div>February Newsletter Regular · Newsletter Sent on Fri, Feb 03, 2017 12:13 am</div>	948 Subscribers	31.8% Opens	5.2% Clicks	<div>View Report</div> <div>▼</div>
<input type="checkbox"/>	<div></div> <div>January Newsletter Regular · Newsletter Sent on Mon, Jan 02, 2017 12:23 am</div>	876 Subscribers	35.9% Opens	4.2% Clicks	<div>View Report</div> <div>▼</div>
<input type="checkbox"/>	<div></div> <div>December Newsletter Regular · Newsletter Sent on Tue, Dec 06, 2016 4:32 pm</div>	812 Subscribers	37.8% Opens	4.5% Clicks	<div>View Report</div> <div>▼</div>
<input type="checkbox"/>	<div></div> <div>Newsletter #23 Regular · Newsletter Sent on Sun, May 08, 2016 11:21 pm</div>	782 Subscribers	38.9% Opens	4.4% Clicks	<div>View Report</div> <div>▼</div>
<input type="checkbox"/>	<div></div> <div>Newsletter #22 Regular · Newsletter Sent on Wed, Mar 30, 2016 12:17 am</div>	739 Subscribers	37.2% Opens	1.9% Clicks	<div>View Report</div> <div>▼</div>
<input type="checkbox"/>	<div></div> <div>Newsletter #21 Regular · Newsletter</div>	740 Subscribers	36.3% Opens	4.3% Clicks	<div>View Report</div> <div>▼</div>

Hops



Besides All Of The Cash Crops:

We produced 84 pounds of beef for every acre of our ranch.

- Along with this we produced 12# of Lamb/acre
- And 16# of Pork/acre
- And 9# of Honey/acre
- Along with Broilers and Eggs
- **Opportunity for Much, Much More!**

\$\$\$\$\$\$\$\$

- This Adds Up To Over \$220 Per Acre Before Added Value!
- Don't Tell Me There Is Not Money To Be Made!!