

A wide, green pasture under a cloudy sky at dawn or dusk. The sun is low on the horizon, creating a soft glow. The sky is filled with light, wispy clouds. The foreground is a vast, flat expanse of green grass. In the distance, there are dark silhouettes of trees and hills.

Fogline Farm

Pasture Raised Broilers

Santa Cruz, CA
Caleb Barron

Introduction

- Overview of operation
- Brooder Management
- Pasture Management
- Slaughter and processing
- Cut and Wrap
- Sales outlets
- Business Management



Brooder Management

- Receiving chicks
- Space per chick
- Draft free / air tight
- Pest / rodent proof
- Propane vs electric heat
- Ventilation / humidity
- Peat moss vs pine shavings
- Feeders
- Nipples vs cups















Pasture Management

- Daily moves (vs day range)
- Reasons
- Acreage needed
- Types of tractors
 - Chicken tractors
 - Mobile Range Coops
 - Prairie Schooners
- Stocking density
- Green and brown grass
- LGD's / predator control
- Feeders and waterers
- Weather issues
 - Year round production









COST: \$6,450







Slaughter and Processing

- Cornish cross vs slow growth
- Feed removal
- Loading birds
- Types of crates
- P.L. 90-492 (on-farm) vs USDA
- Transportation





Cut and Wrap

- DIY vs USDA cut and wrap
 - Overhead
 - Employees
 - Leases
 - Workers comp
 - Transportation
- Regulations
 - Retail Exempt
 - County Commercial kitchen
 - Curing
- Fresh vs Frozen
- Value Added



Birds

Sausage

Breast

Backs

Legs



ECO FRIENDLY



Pringles

Certificate of Analysis

Whiteboard with handwritten notes: "Buckeye Power"



PLEASE TURN OFF WATER VALVE TANK
CLEAN THE PRESSURE VESSEL - RINSE



FOGLINE ONLY
DEASEDO NOT
EQUIPMENT

789724118



Sales Outlets

- Farmers markets
 - Value Added
 - Diverse product (pork, eggs)
- Restaurants / wholesale
 - Pros and cons
- CSA (CSM)
 - logistics
- Farm pick up





Business Management

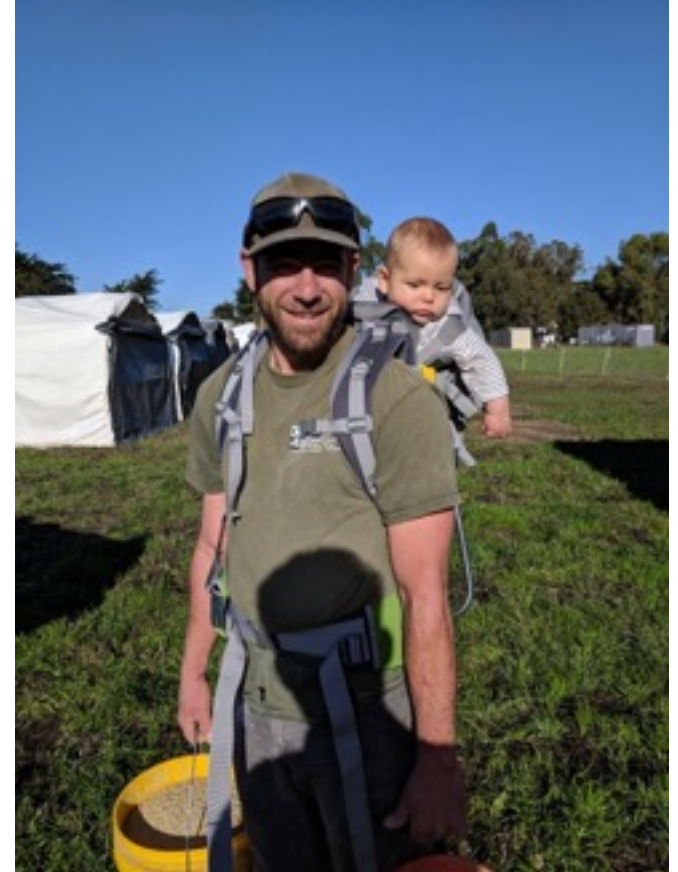
- Quickbooks (online vs desktop)
- Square (squareup.com)
 - Farmers market register
- ASAPinvoice.com
- Excel
- Bookkeepers and accountants
- Kitchen Table Advisors (KTA)



The screenshot shows a mobile app interface with a search bar and a list of transactions. The transactions are categorized by status: Paid, Unpaid, and All. The list includes:

Item	Date	Status	Amount	Action
Golden Roots	01/20/2019	Sent	\$105.00	Open
Golden Roots	01/19/2019	Paid	\$315.00	Open
La Posta	01/19/2019	Viewed	\$154.88	Open
Persephone	01/19/2019	Opened	\$70.00	Open
La Posta	01/18/2019	Opened	\$107.83	Open
Soft Wine Bar	01/18/2019	Sent	\$63.80	Open

Work-Life Balance...Is it Sustainable????



Thank you!

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facebook.com/foglinefarm @foglinefarm

Resources:

- Chicks...
- Mobile Coops:
 - <http://www.cobbcreekfarm.com/mobile-range-coops/>
 - <https://prairieschooners.com/>
- Equipment: qcsupply.com
- Regulations: <https://ucanr.edu/sites/CESonomaAgOmbuds/Poultry>
- <https://www.pasturedpoultryinfo.com/>
- <https://www.apppa.org/>
- Facebook groups: Pastured Poultry, pastured & organic livestock producers, farmbuilder entrepreneurs
- Grassfed Life podcast

