Beginning from Scratch
Working with Residential/Lifestyle Farmers

Diane Mayerfeld
University of Wisconsin Extension
Ctr. for Integrated Agricultural Systems
Small Farm typology

Farming occupation with high sales
  Sales between $100,000 and $249,999

Farming occupation with low sales
  Sales < $100,000

Residential / Lifestyle
  major non-farming occupation

Retirement

Limited Resource
  Sales < $100,000 and low household income
Why work with Farming Occupation farmers?

Per person they
• generate more sales
• usually produce more food
• usually manage more land

... Leading to greater impact per person
## Small farm numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farming occupation with high sales</td>
<td>4.5%</td>
</tr>
<tr>
<td>Farming occupation with low sales</td>
<td>11.7%</td>
</tr>
<tr>
<td>Residential / Lifestyle</td>
<td>36.4%</td>
</tr>
<tr>
<td>Retirement</td>
<td>20.5%</td>
</tr>
<tr>
<td>Limited Resource</td>
<td>14%</td>
</tr>
</tbody>
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Who are Lifestyle Farmers?

• USDA: primary income non-farm
• Alternative enterprises or methods
• Non-farm background
• Outsiders

Are they real farmers?
Are they the future?
Challenges

- Different information needs
- Little background farming knowledge
- Wacky ideas
- No track record to build on
- Work during week
- Don’t understand rural communities
Rewards

- Open to new ideas and advice
- Willing to do research
- Appreciate the help from educators
- Want to do things right
- Can transition to farming occupation farms
- Can bring social benefits to community
Outreach Strategies

• Use existing resources
• Partner with nonprofit organizations that work with alternative agriculture
• Rural living days?
• Offer information through the web and evening or weekend meetings
• Networks
• Incorporate rural leadership development
Questions? Comments?

And thanks to my UW Extension colleagues and the Lifestyle farmers who provided the information for this talk.

Adam Hady
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