Regenerative Pastured Poultry: Techniques for Low Input and High Return
Who is this for

1. Beginners - Learn how to easily start and scale up a profitable pastured poultry farm with minimal inputs

1. Advanced - Learn how to lower your costs and increase your profit margin and yields with regenerative poultry
Learn 3 Keys of Successful Regenerative Poultry

**Key #1:** Reduce your costs and environmental impact to almost to zero

**Key #2:** Add diversity/resilience to your farm with additional revenue streams

**Key #3:** Increase your yield and profit 7-10X while eliminating waste
Meet Jeff Siewicki
Regenerative Farmer and Coach

A. Live on 9 acre regenerative farm in SC with wife and 2 kids

B. I believe that small regenerative farms can change the world

C. Teach farmers how to have a profitable regenerative farm

D. Founder of https://regenerativesuccess.com

Email Questions: Jeff@regenerativesuccess.com
Presenter
- Presenter for Carolina Farm Stewardship Association
- Presenter for Farm to Consumer Legal Defense Fund
- Presenter for Food Animal Concerns Trust

Editor
- Contributing Editor to APPPA Grit magazine
- Contributing Editor Chicken Whisperer Magazine

Awards
- 2021 and 2022 ACRE Grant Recipient for Agricultural Entrepreneurship
- SEWE and Certified SC Featured Farm
Poultry Farming Progression

CAFO

Pastured Poultry

Regenerative
“Regenerative” Pastured Poultry

My Goal:

- Push the boundaries of Pastured Poultry
- Techniques to make Pastured Poultry more “Regenerative”
Regenerative techniques with Pastured Poultry will...

- Cut Costs
- Improve Soil Quality
- Increase Organic Matter %
- Reduce FCR
- Increase Yield
- Increase Profit
Regenerative Pastured Poultry
3 Secrets to Success

Secret #1: How to net $30,000 profit per acre with a regenerative farm

Secret #2: How to secure more sales orders than you can handle without using social media or email

Secret #3: How to increase your farm profit 700%

Over 50 Chef and Restaurant Partners!
Increased our Profit Margin 700% with Farmer’s Markets
3 Secrets to Success

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Secret #3: How to increase your farm profit 700%

$200,000 annually on just 7 acres raising pastured poultry
**Result:** Increased Organic Matter 2% in 2 years!

<table>
<thead>
<tr>
<th></th>
<th>Cu lbs/A</th>
<th>B lbs/A</th>
<th>Na lbs/A</th>
<th>S lbs/A</th>
<th>EC mmhos/cm</th>
<th>NO₃-N ppm</th>
<th>OM %</th>
<th>Bulk Density</th>
</tr>
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<tbody>
<tr>
<td>1.9</td>
<td>0.8</td>
<td>109</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.9</td>
<td></td>
</tr>
<tr>
<td>1.7</td>
<td>1.2</td>
<td>66</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4.2</td>
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</table>
According to the research by the Rodale Institute, if we adopt regenerative organic practices...

We can sequester over 100% of annual CO2 emissions in the soil and reverse climate change!
Regenerative Pastured Poultry

How?

1. Minimize Inputs/Costs
2. No Waste
3. Integrate/Diversify
Regenerative Pastured Poultry

1. Minimize Inputs
   - Helps the Environment
   - Saves You Money
   - Saving $1 > Making $1
Poultry is Most Carbon Friendly of Big 3

Figure 3. LCA production and post-production emissions of beef and dairy cattle, swine and poultry

LCA Emissions for Beef Cattle, Dairy, Swine and Poultry

<table>
<thead>
<tr>
<th>Product</th>
<th>Production Emissions</th>
<th>Post-production Emissions</th>
</tr>
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<tbody>
<tr>
<td>Beef Cattle</td>
<td>23.27</td>
<td>3.73</td>
</tr>
<tr>
<td>Cheese</td>
<td>11.77</td>
<td>1.7</td>
</tr>
<tr>
<td>Swine</td>
<td>8.29</td>
<td>3.81</td>
</tr>
<tr>
<td>Poultry</td>
<td>3.3</td>
<td>3.6</td>
</tr>
<tr>
<td>Eggs</td>
<td>1.17</td>
<td>1.03</td>
</tr>
<tr>
<td>Yogurt</td>
<td>1.17</td>
<td>0.98</td>
</tr>
<tr>
<td>Milk (2%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Minimize Inputs

### $$$
1. Processing (56%)
2. Feed (27%)
3. Stock (chicks) (9%)
4. Labor (7%)
5. Infrastructure

### GHG
1. Processing (52%)
2. Feed (40%)
3. Stock (chicks) (8%)
4. Labor
Minimize Inputs

**Inputs**

1. Processing $16
2. Feed $7.50
3. Chicks $2.50
4. Labor $2

**Progress to Carbon Neutrality**

(Time)
Key 1: Reduce your Costs and Environmental Impact to Almost Zero
Regenerative Pastured Poultry

Reducing our Costs to Almost Zero

Why?

- Reduces risk
- Farm is more self sufficient/resilient
- Can be more profitable on smaller acreage
Minimize Inputs/Costs

1. Processing (largest cost)

- Solution: Process on-farm
  - no fuel, transport costs
  - cheaper
  - less energy intensive
  - recycle waste
Minimize Inputs/Costs

1. Processing (largest cost)

- Solution: Process on-farm

  Challenge: finding skilled labor
Minimize Inputs/Cost

2. Feed

- Solution: BSFL
  - recycles waste stream
  - reduces feed cost
  - improves nutrient intake (protein)
  - commercial scale
Minimize Inputs/Cost

2. Feed

● Solution: BSFL
  ○ commercial scale

Challenge:
  ○ sourcing “waste”
Minimize Inputs/Cost

2. Feed

- **Solution: Seeding pastures**
  - Saves money (2-4 tons grain/acre)
  - eliminates harvest, drying, transport, milling, production, transport
Minimize Inputs/Cost

2. Feed

- Solution: Seeding pastures
  - No Till Drill
  - Broadcast by Hand
Minimize Inputs/Cost

2. Feed

- Solution: Seeding pastures
  - Harvest and Store
  - Self-harvest off the stalk

Challenge:
Timing of maturation
Minimize Inputs/Cost

3. Stock (chicks)

- Solution: Breeding stock
  - raise our own stock
  - not recommended for new farms
  - control of genetics
  - another revenue stream
Minimize Inputs/Cost

4. Labor

Solution: Free Help

- Must have
- Interns/Apprentices
- Woofers
- Work Trade
- Farmer’s Market Managers
  - % commission
Minimize Inputs/Cost

4. Labor

Solution: Efficiency

● Saving Time saves $$

● Reduce Opportunity Cost
Minimize Inputs/Cost

5. Infrastructure

Solution: DIY Infrastructure

- Build a bulk feeder
- Saved $600
- Saves time/labor
Minimize Inputs/Cost

5. Infrastructure

Solution: DIY Infrastructure

- Building my own feed storage bin saved me $5900
- Build equipment for my size and scale
- Scale Up as my farm grows
Key 2: Add diversity/resilience to your farm with additional revenue streams
2. No Waste

Utilize Manure

Recycle waste
No Time, No Money

Ran Up $80,000 in debt
Make 1 Thing Successful First
Adding Diversity/Additional Revenue

BSFL

Breeding Stock
Diversity/Additional Revenue

Multispecies grazing together

Integrating Plants and Livestock

Species Selection
Diversity/Additional Revenue

- Land
  - underutilized areas of farm
  - maximize your acreage
  - predator protection
  - great bedding
Diversity/Additional Revenue

Silvopasture: The Most Productive Agricultural System

Diversity/Additional Revenue

Silvopasture: The Most Productive Agricultural System

On 1 Acre of land...

2000 lbs of poultry
2-4 tons of grains
1 Ton of fruit/nuts/vegetables
Timber
Tree fodder

Diversity/Additional Revenue

Silvopasture: The Most Productive Agricultural System

Even if we never get fruit...

- Predator Protection
- Drought Resilience
- Cooler Soil Temperatures
- Greater Water Holding Capacity
- Increased Nutrient Cycling
- Increased Carbon Sequestration
- Reduced stress on stock = better growth rates
Diversity

Seeding Pastures

- Seeding pastures
  - Multi-Species reduces failure rate
  - Widens the harvest window
  - Offers greater protein/nutrient options
  - Can drill into existing stand
Adding Diversity Best Practices

1. Do Not Add-on Until first enterprise is successful and stable

1. Add 1 additional enterprise at a time

1. Bonus Points if it is complementary to another enterprise (adds value or reduces cost)

1. Self-sufficient (not funded by other enterprises)

1. Multi-Purpose
Secret 3

Increase Your Yield and Profit 7-10X while eliminating waste
Problem

How much revenue does the average small farm gross per year?

Half of all US farms gross less than $10,000
90% gross less than $350,000

My Belief

I believe the more success and revenue that small farms make, the more small farms we will have. The greater impact and influence on conventional agriculture.
Why Poultry?

Extremely efficient (time, land, gross $$, emissions)
Cattle vs Pastured Poultry

- 1 cow per acre
- 800 pounds sellable meat
- 1.5 years to reach harvest weight
- 15,000% more efficient

- 500 birds per acre
- 2000 pounds of sellable meat
- 8 weeks to harvest weight
Magic Moment

Figure out how to make $30,000 per acre with pastured poultry
How to generate $30,000 profit per acre

A: One acre of land, raise 500 meat birds

B: $20 profit per bird
   $10,000 profit

C: 3 cycles of birds per year
   1500 birds/acre/year

D: Total Profit
   $30,000/acre/year

E: Bonus: Tree crops/sheep/pigs/lease
   $40-50k per acre
How to increase your farm income 7-10X

1. Sell more volume

1. Sell at a higher profit margin
1. Sell more Volume

2021 compared to previous year.

+120.04% more in sales so far than in 2020. Use Square Marketing to boost your sales. Try it free or learn more.
1. Sell more Volume

“Without that first chef believing in me and buying 2 dozen chickens when I first started, I don’t think the farm would have made it”
1. Sell more Volume

1. Get to the next level with wholesale
2. Farm supports you rather than your job
3. Sell product quickly and consistently
4. Stability with a Contract
1. Sell more Volume

1. Grow food that is healthier for people, sequesters carbon and builds soil

2. Worked with over 50 chefs and restaurants

3. In addition to restaurants, gross over $3000/week selling direct to consumer

4. Quit my full time job to farm
How to increase your farm income 7-10X

2. Sell at a higher profit margin
   - Direct to Customer
   - Farmer’s markets, farm stand, events
Farmers Markets
## 2. Sell at a Higher Margin

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Returns</td>
<td>($32.00)</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Discounts &amp; Comps</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Net Sales</strong></td>
<td><strong>$4,832.00</strong></td>
<td><strong>$7,485.00</strong></td>
<td><strong>$5,282.00</strong></td>
<td><strong>$7,343.00</strong></td>
<td><strong>$15,713.50</strong></td>
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<tr>
<td>Tax</td>
<td>$61.51</td>
<td>$96.21</td>
<td>$83.95</td>
<td>$129.11</td>
<td>$329.48</td>
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<tr>
<td>Tips</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<td>Gift Card Sales</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$4,893.51</strong></td>
<td><strong>$7,581.21</strong></td>
<td><strong>$5,365.95</strong></td>
<td><strong>$7,472.11</strong></td>
<td><strong>$16,042.98</strong></td>
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</table>
2. Sell at a Higher Margin

How to generate $30,000 profit per acre

A: One acre of land, raise 500 meat birds

B: $20 profit per bird

C: 3 cycles of birds per year

D: Total Profit
$30,000/acre/year

E: Bonus: Tree crops/sheep/pigs/lease

$40-60k per acre
### 700% Increase in Profit

<table>
<thead>
<tr>
<th>Product</th>
<th>Retail Price</th>
<th>Wholesale Price</th>
<th>Cost of Goods Sold</th>
<th>Wholesale Margin</th>
<th>Retail Margin</th>
<th>Wholesale $ per item</th>
<th>Retail $ per item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small whole duck</td>
<td>$36.00</td>
<td>$30.00</td>
<td>$20.00</td>
<td>33.33%</td>
<td>44.44%</td>
<td>$10.00</td>
<td>$16.00</td>
</tr>
<tr>
<td>Total of Value added</td>
<td>$102</td>
<td>$70</td>
<td>$32.60</td>
<td>53%</td>
<td>68.00%</td>
<td>$37.40</td>
<td>$69.40</td>
</tr>
</tbody>
</table>
2. Sell at a Higher Margin

Utilize whole animal

No Waste
2. Sell at a Higher Margin
2. Sell at a Higher Margin

- **Result:** This strategy I learned increased my net profit by 700%.
- **Potential:** For 10X increase in profit on same land space with complementary enterprises such as silvopasture.
But I Live in the Middle of Nowhere...
Customers are always within 2 hour drive
3 Keys of Successful Regenerative Poultry

**Key #1:** Reduce your costs and environmental impact to almost to zero

**Key #2:** Add diversity/resilience to your farm with additional revenue streams

**Key #3:** Increase your yield and profit 7-10X while eliminating waste
What would it look like if you could be financially secure in your farm while growing clean food that helps the environment?
So that you can finally:

Have a profitable regenerative farm and quit your job
Want me to teach you more?
Free Training:

Learn How to Start and Scale Your Regenerative Farm to Six Figures in 90 days

https://go.regenerativesuccess.com/2

Email: jeff@regenerativesuccess.com
2 Openings Coaching Program

https://courses.successfulfulfarms.com/courses/ppb

Email: jeff@regenerativesuccess.com
Questions and Answers

Regenerative Pastured Poultry: Techniques for Low Input and High Return

Free Training  https://go.regenerativesuccess.com/2