

# Contents

<b>Acknowledgments</b> . . . . .	xi
<b>Foreword</b> . . . . .	xv
<b>Preface: Land — A Love Story</b> . . . . .	xix
<b>Introduction: About This Book</b> . . . . .	1

## **PART 1: UNDERSTANDING OUR ROOTS** **Origins and polyculture dreams**

<b>1: Fertile Ground</b> . . . . .	9
Condensed history of women growing food . . . . .	10
Invisible work and grass ceilings. . . . .	11
Big ag and women's role . . . . .	15
Crisis, community, and CSAs . . . . .	17
Reclaiming the farm and new domesticity . . . . .	24
Back to the future: women farming today . . . . .	27
Reality check: history of discrimination . . . . .	29
Mantras of meaning . . . . .	30
<b>2: You as a Farmer</b> . . . . .	35
Gardener to farmer: hobby versus business . . . . .	36
Soil test: skills assessment . . . . .	37
Farm transplants: the right fit . . . . .	39

## **PART 2: GLEANING KNOWLEDGE**

### **Farm smarts**

<b>3: Organic Trends . . . . .</b>	<b>59</b>
Certifiably organic . . . . .	59
Trending now . . . . .	60
Local markets with moxie . . . . .	70
<b>4: Key Ingredients for Success . . . . .</b>	<b>73</b>
Build your knowledge base: what you need to know . . . . .	74
Access land: finding your on-ramp. . . . .	80
Cash crops: loans, grants, and crowdfunding. . . . .	83

## **PART 3: PLOWING AHEAD**

### **Supplying the bank account and sustaining the soul**

<b>5: Farm business varietals . . . . .</b>	<b>95</b>
Grow it: field production and tree fruits . . . . .	96
Raise it: livestock . . . . .	101
Create it: value-added products. . . . .	109
<b>6: Complementary On-farm Enterprises. . . . .</b>	<b>121</b>
Diversify it: risk management. . . . .	122
Sleep it: farm stays. . . . .	125
Taste it: farm-to-table meals . . . . .	132
Experience it: agritourism . . . . .	140
Teach it: workshops . . . . .	141
Write it: article and books . . . . .	141
Work it: independent contract projects. . . . .	142
<b>7: Business-planning Boot Camp. . . . .</b>	<b>145</b>
Plan it: business planning . . . . .	146
Sell it: marketing . . . . .	154
Tech it: Internet, social media, and the Internet of Things (IoT) . . . . .	157
Do it: getting down to business. . . . .	162

<b>8: Your Body</b> . . . . .	165
Live it: body care . . . . .	165
Work it: tools for women . . . . .	171
Wear it: wearables that work . . . . .	177
<b>PART 4: CULTIVATING QUALITY OF LIFE</b>	
<b>Nurturing your body, mind, and spirit</b>	
<b>9: Sister Share</b> . . . . .	183
Improving communication with men . . . . .	185
Fitting in . . . . .	187
Finding your local tribe . . . . .	190
Integrating family and kids . . . . .	194
<b>10: Crafting Balance</b> . . . . .	201
Time management . . . . .	202
Yin and yang of controlling chaos . . . . .	206
Food as fuel . . . . .	208
<b>Epilogue: Plate to Politics — Lead the Change You Seek</b> . . . . .	213
State of the field . . . . .	214
Leadership ideas . . . . .	215
<b>Index</b> . . . . .	219
<b>About the Author</b> . . . . .	227