

AMERICAN Small Farm

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Key strategies in small farm Web site promotion 6

While many small farmers have a Web presence now, Internet marketing consultants warn that without proper marketing and promotion, Web sites can quickly become white elephants in cyberspace.

Tool collector numbers are growing 8

Not too many years ago, tool collecting was the poor man's game. Not any more. However, it depends on what you compare it to.

Morel hunting basics 10

There are three main varieties of morels – blacks, whites and giants. They are simply delicious and highly sought. This article offers some hunting tips.

Low-cost irrigation for small plots 12

For about \$100, this Ohio farmer devised a semi-automatic irrigation system, using an old dug well common to many Midwest farms. Anyone with a nearby water supply, either well or pond, can adapt this method of irrigating up to an acre of garden-type crops.

Electric fence energizers 15

This article describes important energizer features that influence fence performance.

Success for small dairies possible without increasing milk sales 16

Article contains 10 keys to financial success on small farms.

Some basics of raising meat and milk goats 26

Goats are small; they can efficiently use marginal and small plots of land. The risk of investment is reduced by smaller individual size, allowing more production units per unit of investment.

Outdoor Enthusiast Section

Nearly wiped out, wild turkeys make dramatic return 22

At one time, total wild turkey population dipped to an estimated 30,000 birds. Today, more than 5.6 million wild turkeys roam the wilds of North America, and every state except Alaska has a spring wild turkey hunting season.

Should you plant an annual food plot for small game? 24

You may be surprised at the answer if you ask your local wildlife biologist this question. At best, the answer will be a qualified "maybe."

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Deer/vehicle collision numbers are huge. But is it large deer populations or human interference to blame?



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Next issue

Raising worms for money
Greenhouse Grower/Farmer
Small farm e-mail marketing ideas
Goat housing and facilities

About the cover

Our article on page 16 contains 10 keys to financial success on small dairy farms. The tenth key is "Enjoy farming." As it says in the article: "For well over a century, there have been a few groups of people who have well-established track records of operating small, family-based farms. These farms have been quite successful, while abstaining from any government subsidies. Very often, these people do not even claim economics as their primary reason for farming."

The cow in the photo is Kellcrest Lady, a prize-winning registered Ayrshire, owned by our editor. She is admiring Jessica Callahan, daughter of Associate Editor Michelle Callahan and granddaughter of our editor. All of us enjoy cows. The photo was taken in the dairy barn at the Ohio State Fair by Andy Stevens, editor and proud grandfather.