

# HOW TO BOOTSTRAP A FARM

BY MATTHEW DEALY

# WHY TO BOOTSTRAP

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- You are poor
- Don't have much experience
- You like having control of your business
- Can't access money from friends or banks
- Don't like debt
- Want to play it safe
- Learn on a smaller scale

AN INDIVIDUAL IS SAID TO BE BOOT  
STRAPPING WHEN HE OR SHE  
ATTEMPTS TO FOUND AND BUILD A  
COMPANY FROM PERSONAL FINANCES  
OR FROM THE OPERATING REVENUES  
OF THE COMPANY

(INVESTOPEDIA)

**THE GOAL OF BOOTSTRAPPING A  
BUSINESS IS TO LIVE TO FIGHT  
ANOTHER DAY, AS A BUSINESS AND  
PERSONALLY.  
(MY THOUGHTS)**

**YOU CANNOT GROW A BUSINESS THAT  
DOES NOT EXIST. AVOID TRYING TO  
HIT A HOME RUN IF STRIKING OUT  
WILL HAVE A MAJOR IMPACT ON YOUR  
BUSINESS.**

# A SPECIAL MATH FORMULA FOR HOW TO MAKE MONEY FARMING

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- Works if you are starting a farm with lots of money
- Works if you are starting with no money
- Little experience required
- Tested over time and proven by many
- Guaranteed to work most of the time (depends on your willingness to try harder)

**(VALUE DESIRED TO EARN) x 2 = AMOUNT NEEDED TO START WITH TO MAKE  
VALUE DESIRED**

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- $(\$1,000,000) \times 2 = (\$2,000,000)$
- $(\$30,000) \times 2 = (\$60,000)$
- $(\$10) \times 2 = (\$20)$

# CHALLENGES TO STARTING A FARM

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- High capital outlay
- Steep learning curve
- Need to create a market
- Requires a lot of work upfront, with no income for potentially months or years
- Pretty slow learning curve



# HELPFUL STEPS

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- Focus on True Success
- Make God your Boss and take direction from HIM
- You are a steward, pay God First
- Find free land to practice on and grow from there
- Have a passion and calling to do what you are doing
- Intern if possible or work on a farm
- Jump in and enjoy the ride

# IMPORTANT THINGS TO REMEMBER

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- It is hard to turn a boat that is not moving
- Do all that you can do in the situation, then back off and wait on the Lord
- Always be on the lookout
- Never be afraid to ask a stupid question
- When stuck in a corner, scroll through your phone

# GOD WAS (IS) BOOTSTRAPPING OUR CHARACTERS

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- 6 months of intern experience
- Working start-up capital of \$3,000
- Wife in nursing school, paying as we went.
- 2 small kids
- No debt other than mortgage
- Good network of friends and family
- Zero farming equipment (nada)
- Quit job before doing internship (jobless)
- No land to farm



























# MORE EXPERIENCES

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- Income?
- Geo
- Salad spinner
- Seeding
- Comfrey-fertilizer





# CASE STUDY: TAPED GAS LINE

**NEW FARM  
HERMOSA, SD**

- Moved in with our friends the Nelson's
- Deer fencing, 12x100 hoop house, irrigation, beautiful soil, and a good market
- 72,000 sqft greenhouse and \$15,000 to ship it from Kentucky and erect it, HMMMMMMM.....
- Lots of drive, faith, and a desire to make it happen

























Sunday, January 20, 19

















Sunday, January 20, 19











**CASE STUDY:  
TRANSMISSION  
REBUILD**

























15000 SPRINKLER OSCLT  
COLORST  
\$36.99  
599019

MEDIUM  
LAWN  
UP TO 3,300 sq. ft.  
HASTA 307 m<sup>2</sup>

\$15.99  
42100























































HERMOSA SD

TOBIAS  GARDEN LLC  
HERMOSA SD









# CASE STUDY: CLUNKING VAN

# CURRENT NEEDS/ CHALLENGES

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- Packing shed to small
- Cooler to small
- Delivery van to small
- irrigation system undersized
- No heat for early tomatoes, or starts
- lacking hand tools for better weed management
- Need more covered space for growth
- New loan

# DEBT OR NO DEBT???

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- We have decided to keep the farm debt free
- Expand with profits, and resources we currently have
- Put our money into our biggest potential crops
- Start earlier this spring and go later into the fall to generate more cash

# SHORT TERM GROWTH

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- Take cooler out of pack shed
- Build maybe a 8x8 cooler right outside the pack shed
- Hail netting hoop houses ?
- Try to find a small enclosed trailer to borrow or buy for delivery
- Find good timers or open sprinkler to be able to water at night

# HOW TO MOVE FORWARD

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- Make priority lists and check often, be flexible through out the season
- Pray over the list and for things on the list
- Move at the pace that the Lord opens the doors
- Always be on the lookout
- Have faith and take controlled risk

**BOOT STRAPPING IS A NON STERILE,  
EXCITING, EVER CHANGING, GROW AT  
YOUR PACE, WAY OF LIVING**



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