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Cultivating Agribusiness: Discovering Global Opportunities In Pacific Northwest Specialty Production

Mike Chilton, Bob Griffin

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Cultivating Agribusiness is Mike Chilton's personal story of engaging small business potential in specialty agriculture products-an area in which he includes seeds, plant-sourced oils, and plant material products. In twelve years Mike built a $1.6 million agribusiness. His success in the Pacific Northwest, along with his desire to share and help others engage successful opportunities in agriculture, makes this book a valuable resource for farmers, extension agents, future farmers, agriculture and ecology educators, and agribusiness entrepreneurs. This is more than a 'how-I-did-it book'. It is an invitation to a wonderful life in agribusiness. All agriculture involves the business of using plants. Learn about the ongoing global need for quality horticultural seeds. Risks and rewards are detailed. Many specifics for Pacific Northwest agriculture are included. Learn quality assurance requirements and procedures for successfully fulfilling contracts with both growers and buyers. Sample agreements are provided. Lower business risks by thinking 'contracts first' and then production. Understand production and marketing principles useable in a near limitless number of specialty products derived from the earth but contributing to a "lighter footprint" economics and a stronger quality of life.

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