Profit from Reducing Waste

Farm to Distribution
Welcome to the world of the real
Or is this it?
What if I told you that it is both and neither

Because both are interchangeable
Economics is foremost in both
And waste is costly – regardless of how you cut it
So how are they dealing with a margin-reducing issue?
Moving beyond appearances
Start at the beginning – Farming 101
Forget what you think you know about farming and farmers
It’s not how the media portrays it

Not even close . . .
So. Where does waste reside on a farm – and why?
Consumer expectations? Or more?
Education is required – for the entire value chain
Producing has never been a problem
Because the next stop proves that
Now we need to define waste
How does the terminal deal
Since nearly 6-million pounds goes through its facility everyday
Do the little things right
And develop relationships that count
The key to success is knowing . . .
When to hold and when to fold