Small Farm Quarterly
Editors/Writers Meeting

November 18th, 2014
10:00am – 11:30am

This is an *interactive* online meeting. Please unmute yourselves any time you’d like to speak!

Please turn off your video as it will use up too much bandwidth.
History
2004-2014
= 11 years
44 issues
880 articles published!
What is Working? What Isn't? What could improve SFQ?

Editors' and Writers' critical review of:

a. submission process
b. support from Cornell Small Farms Program office
c. magazine's visibility, content and success
Editors & Writers Roundtable

How do you find writers or topics? How do you know what is timely and relevant?

(i.e. Listserves, Surveys, Conference Brochures, Published Research, Social Media)
What does Small Farm Quarterly publish?

**Paint a picture**
Ex: RECONNECTING REFUGEE FARMERS TO THEIR AGRICULTURAL ROOTS

**Write about what you know.**
Ex: FARM PROFIT: MAKING A LIFE AND A LIVING FROM YOUR FARM

**It’s all in the details**
Ex: MIGHTY FOOD FARM: ABUNDANCE IN THE POWNAL VALLEY

What does Small Farm Quarterly reject?
**Written promotions/ads**
Thank you for the submission to the Fall Edition of Small Farm Quarterly. We appreciate your positive and enthusiastic tone, but we won't be able to run the submission without some revisions. The SFQ audience will be looking for a more detailed description of your start-up process and production, including addressing questions such as:

1) how did you acquire your land/infrastructure
2) what were your start-up costs?
3) What are the pros and cons of the equipment you started with, and how did you adjust over time?
4) What are lessons learned to-date?
5) What varieties of produce do you grow?
6) How did you choose the herbs and produce? (Market demand? Ease of production?, etc)
7) Do you sell your products anywhere other than the weekly farmers market? Where do you sell in the winter?

We give preference to articles that address both the challenges and successes of a given farming system to give readers opportunities to learn from the articles we publish.

Also, the end of the resource spotlight/sidebar comes across as promotional in nature. It's okay to mention a link to your website, but a resource spotlight should include information that is mostly freely available. Sometimes farmers receive passive income from hits to their websites or refer readers to fee-based resources. While this can be a great source of revenue, we encourage these farmers to take out ads in the Quarterly rather than use space in the article to elaborate on profit-based resources.

I've attached a version that incorporates some of the comments above. If you'd like to resubmit, we'd be happy to run your submission in the Winter edition. The new deadline is 11/14.
SFQ Online

Did you know SFQ articles are read online long after their publish date?

We’ll look at some examples of articles that have generated comments from all over the country and the world.
## Top Articles via Page Views and Comments

<table>
<thead>
<tr>
<th>Article</th>
<th>Issue</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>The &quot;Perfect&quot; Sheep Pasture</td>
<td>Spring 2012</td>
<td>13,042</td>
</tr>
<tr>
<td>Dorper Sheep: Truths and Myths</td>
<td>Winter 2011</td>
<td>12,802</td>
</tr>
<tr>
<td>How to Get Started With Sheep</td>
<td>Summer 2010</td>
<td>7,311</td>
</tr>
<tr>
<td>Juneberries- They Go Where Blueberries Can't</td>
<td>Fall 2010</td>
<td>5,881</td>
</tr>
<tr>
<td>Compost Power!</td>
<td>Fall 2011</td>
<td>4,842</td>
</tr>
<tr>
<td>Coolbot Enables Small Farmers to Build Do-It Yourself Coolers</td>
<td>Summer 2012</td>
<td>4,079</td>
</tr>
<tr>
<td>Turning Sand into Soil</td>
<td>Winter 2012</td>
<td>3,837</td>
</tr>
<tr>
<td>Working Oxen on the Farm Today</td>
<td>Summer 2012</td>
<td>2,881</td>
</tr>
<tr>
<td>Consider Deep Pack Barns for Cow Comfort and Manure Management</td>
<td>Winter 2012</td>
<td>2,849</td>
</tr>
<tr>
<td>Get Starting with Spin Farming</td>
<td>Spring 2011</td>
<td>2,806</td>
</tr>
</tbody>
</table>

**Top 3: all articles by Ulf Kintzel**

<table>
<thead>
<tr>
<th>Article</th>
<th>Issue</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>The &quot;Perfect&quot; Sheep Pasture</td>
<td>Spring 2012</td>
<td>25</td>
</tr>
<tr>
<td>Juneberries- They Go Where Blueberries Can't</td>
<td>Fall 2011</td>
<td>16</td>
</tr>
<tr>
<td>Dorper Sheep: Truths and Myths</td>
<td>Winter 2011</td>
<td>12</td>
</tr>
<tr>
<td>Compost Power!</td>
<td>Fall 2012</td>
<td>10</td>
</tr>
<tr>
<td>Recirculating Farms: Growing Healthy, Fresh Food and a New Local Food</td>
<td>Spring 2012</td>
<td>8</td>
</tr>
<tr>
<td>Cleaning and Disinfecting Your Poultry House</td>
<td>Fall 2010</td>
<td>6</td>
</tr>
<tr>
<td>The Finances for a Small Organic Broiler Flock</td>
<td>Spring 2014</td>
<td>5</td>
</tr>
<tr>
<td>Coolbot Enables Small Farmers to Build Do-It Yourself Coolers</td>
<td>Summer 2012</td>
<td>4</td>
</tr>
<tr>
<td>Consider Deep Pack Barns for Cow Comfort and Manure Management</td>
<td>Spring 2012</td>
<td>4</td>
</tr>
<tr>
<td>Maine's Original Duck Farm</td>
<td>Spring 2012</td>
<td>4</td>
</tr>
</tbody>
</table>
SFQ Reader Stats:
Who are SFQ readers and what are they interested in?

Subscriber break-down
Ad Trends
Reader Analytics
Subscriber breakdown

States with significant readership:

- New York: 13,323
- Massachusetts: 861
- Vermont: 849
- Connecticut: 606
- Maine: 402
- Pennsylvania: 384
- New Hampshire: 349
- Rhode Island: 121

Total Copies Sent: 17,082
Estimated Readership: 26,000

Ad Trends

Over past 5 years, ad numbers have been steady at 18-25 ads per issue

Types of advertisers: fencing, dairies, creameries, seed companies, ag remediation programs, organic products, tractors and equipment, composting, organic labelling and equipment, renewable energy
Reader Analytics

• 325 visitors in the last month, to the online ‘magazine’ reader hosted by Countryfolks
• 760 visitors/month, accessing current or previous issues through the Small Farms Program website
• Average of 12,000 readers a year accessing SFQ content
Recognition for Service

How can we improve upon bringing SFQ contributors and the organizations they represent greater visibility and recognition?