

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)



SFQ Content Review

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

EXAMPLE Feedback for a rejected article

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

Article	Issue	Page Views
The "Perfect" Sheep Pasture	Spring 2012	13,042
Dorper Sheep: Truths and Myths	Winter 2011	12,802
How to Get Started With Sheep	Summer 2010	7,311
Juneberries- They Go Where Blueberries Can't	Fall 2011	5,881
Compost Power!	Fall 2012	4,842
Coolbot Enables Small Farmers to Build Do-It Yourself Coolers	Summer 2012	4,079
Turning Sand into Soil	Winter 2012	3,837
Working Oxen on the Farm Today	Summer 2012	2,881
Consider Deep Pack Barns for Cow Comfort and Manure Management	Winter 2012	2,849
Get Starting with Spin Farming	Spring 2011	2,806
Top 3: all articles by Ulf Kintzel		
Article	Issue	Comments
The "Perfect" Sheep Pasture	Spring 2012	25
Juneberries- They Go Where Blueberries Can't	Fall 2011	16
Dorper Sheep: Truths and Myths	Winter 2011	12
Compost Power!	Fall 2012	10
Recirculating Farms: Growing Healthy, Fresh Food and a New Local Food Culture	Spring 2012	8
Sheep Barn Interior Design: Wooden Panels	Summer 2013	6
Aeroponics: A Piece of the Urban Farming Jigsaw Puzzle?	Fall 2010	6
Cleaning and Disinfecting Your Poultry House	Spring 2014	5
The Finances for a Small Organic Broiler Flock	Winter 2013	4
Coolbot Enables Small Farmers to Build Do-It Yourself Coolers	Summer 2012	4
Consider Deep Pack Barns for Cow Comfort and Manure Management	Spring 2012	4
Maine's Original Duck Farm	Spring 2012	4



SFQ Reader Stats: Who are SFQ readers and what are they interested in?

Subscriber break-down

Ad Trends

Reader Analytics

Subscriber break-down

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?