



## Pastured Poultry Profits

*Joel Salatin , Vicki H. Dunaway (Editor) , Teresa W. Salatin (Photographer)*

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A couple working six months per year for 50 hours per week on 20 acres can net \$25,000-\$30,000 per year with an investment equivalent to the price of one new medium-sized tractor. Seldom has agriculture held out such a plum. In a day when main-line farm experts predict the continued demise of the family farm, the pastured poultry opportunity shines like a beacon in the night, guiding the way to a brighter future.

## Pastured Poultry Profits Details

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Author : Joel Salatin , Vicki H. Dunaway (Editor) , Teresa W. Salatin (Photographer)

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# From Reader Review Pastured Poultry Profits for online ebook

## Steve says

Another absolute must-read for anyone raising chickens. However, the general method of raising chickens described is more suited for Cornish Cross chickens than heirloom chickens.

And yes, Joel Salatin is a "bit" to the right politically, but if you ignore his snipes against Bill Clinton or abortion, his general chicken-raising techniques and his philosophy about food are above reproach.

Lots of great, general tips that have been learned the hard way by Salatin over several decades, and he graciously passes on this information in a no-nonsense fashion in this book.

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## Keith says

A somewhat enlightened and heartening description (a manual if you like) of a sensible and concerned method of raising chickens and processing them for meat. It certainly shows up the wholesale industrial methods that leave a lot to be desired for humane and ecological methods.

Salatin has followed many devious paths to get around local legislature concerning meat producers and sets a good standard for smaller enterprises in this area.

Still a lot of blood and guts though!

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## Rob says

There are so many prophets trying to guilt Americans into being green. Joel Salatin is not one of them. His points are clear, well researched through experience, and accurate. It is shameful that laziness and big commercial production gets the nod from so many government-dependent food-ignorant citizens.

I hope Joel's vision continues to gain ground. And I hope to help by participating!

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## John says

In Pastured Poultry Profits, Joel Salatin lays out the model that Virginia's Polyface Farm uses for pasture-raised broilers, as well as thoughts on raising layers (as of 1999, they hadn't settled on a production model, though they had quite a few thoughts on the matter). Salatin's goal for himself--and for his readers who choose to follow their model--is to raise the best chicken (and eggs) in the world. The emphasis is on raising healthy, happy chickens which forage for a portion of their own food and--as a result--taste delicious.

The first section of the book delineates what it is that makes pastured poultry raised in this way such a superior product, including some of the family history that brought the Salatins into the production of broilers raised on pasture. The next sections discuss topics from the choosing of breeds and starting of chicks through the necessary equipment and techniques to raise and process the birds. Despite the enthusiastic, positive approach he takes to these methods, the longest chapter in the book is the one on problems that may arise and the ways they have dealt with the problems. Another section details some thoughts on marketing,

which is also necessary to be successful, but it's worth noting that what Salatin advocates is "Relationship Marketing," i.e. building relationships between the farmer and the customers, cultivating loyalty through a superior product and strong relationships, and growing primarily through word-of-mouth and through community education. The final chapter lays out some possibilities such as eggs and turkeys which are not the primary focus of the method--and thus are not as fully fleshed out here--but which may nonetheless appeal as complementary projects.

The appendices not only give direction to valuable resources and expand on some of the material in the marketing section but also add new information as the book has been reprinted, detailing some changes in method and changes in circumstances that may affect the implementation of this model. Turkeys and laying hens, which got short shrift in the original text, get a fuller treatment as Polyface Farm developed its models more completely in the intervening years.

On the whole, this is an excellent and inspirational "how to" book, but also a compelling look into the alternatives that exist in food production models and the consequences of these different paths to obtaining our food. It's hard to rate it fairly since I haven't yet had the chance to implement these methods, but it seems very compelling, well-written, and thorough.

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### **Blair Russe says**

Even if you aren't planning on going into the pastured poultry business beyond raising chickens for your own consumption, this is a great book to have on hand for broiler raising in general. Mr. Salatin lays out step by step how to set up your operation and also provides great examples of his experience, giving insight to common problems to watch out for as well as encouraging creative problem solving instead of relying on common "wisdom" you might receive from your local extension service. This is a man who has been there, done that- not a theoretical author who hasn't actually put a broiler in a pasture pen. He covers everything from brooders to processing and also covers marketing and customer management for those interested.

I would also suggest buying the hard copy as it is nice to have on hand to refer to when you encounter any issues with your broilers. It's a great reference guide.

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### **Laura says**

After reading *You Can Farm: The Entrepreneur's Guide to Start and Succeed in a Farming Enterprise* by Joel Salatin, reading this book was a must in our endeavour to raise our own chickens for meat.

The book is basically a manual on how to raise your own meat chickens in a free range environment. It starts with raising chicks right through to processing them. It also includes guides on egg production. Again, it is packed full of information on almost everything you need to know.

It is an interesting and easy read, written in the same conversational style as *You Can Farm*. Again, some parts were a little bit tedious because it was so detailed on everything you need to do, for example he practically includes blueprints to his free range chicken pens.

It was originally published in 1993, which was ten years ago and a lot has changed since then. There has

been three reprints since then, the last in 2010. I really liked how at the end of the book, there were 'Addendums' to update the book with each reprint. Instead of rewriting parts of it to make it up to date, he just added lessons they had learned and different ways of going about certain things they had come across. It showed the growth and also gave a lot of history – rewriting would have taken this away.

There were some parts that frustrated me as for us living in Australia, some of the things he suggested were simply not possible as it is either not available here or against the law. I know that he would obviously tell me that's okay, that i can find another route but the way he came across was really "This is the only way and you can't do it any other way and if you do it any other way then it won't work and you will fail". That's probably a little bit over the top but that's how it made me feel. I understand that he can't cater for all the different countries in the world and he was probably so blunt and one way because people like to try and shortcut and then blame him for their failures.

Anyway overall it was a great read with lots of information to help us in our venture. I would definitely recommend this book however it's a bit limited in its audience compared to You Can Farm as it's aimed specifically for people interested in raising chickens.

[www.readingforthemasses.wordpress.com](http://www.readingforthemasses.wordpress.com)

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### **Joshua says**

Joel Salatin is a national treasure. Very practical guide on how to raise chickens in mobile confinement pens (i.e., "chicken tractors"). Great for utilizing/fertiizing pastures. Easily integrated (with smaller pens) into a permaculture orchard environment where there would be great synergies. The great thing about raising broilers is that you can bring a cornish cross to slaughter in 6-8 weeks! Great spring/summer project, without having to overwinter your animals.

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### **Ford Prior says**

Matter-of-fact, barebones manual for raising and processing meat chickens. Printed in Courier font with absolutely no emphases on design or aesthetics, but the content is pure gold.

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### **David Galloway says**

Excellent overview of raising pastured poultry for someone who thinks they may want to get into clean farming. I would say Organic farming, but using the O-word is a bureaucratic nightmare so most farms that were Organic before the govt required \$10,000+ a year in fees to use that word have dropped it in favor of Natural or Clean farming. Joel Salatin is an entertaining writer with a good balance of intellect vs colloquialism.

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### **Theresa says**

Loved it! I found this book to be clear and helpful in setting up an operation like this. Salatin's philosophical ramblings notwithstanding, I recommend this book to anyone who is keen to learn how to start and succeed in a pastured poultry business.

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### **Simon Van der craats says**

Allow people to legally chose to buy their food from people they know and trust, in other words allow farmers to sell from paddock to plate,

lobby your politicians to pass laws which allow farmers to process chickens and other animals on farms using realistic methods that will reduce the risks of contamination,

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### **Caleb McDaniel says**

Well... If I didn't want to bring meat hens to my corner of the world before... I sure do now.

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### **Todd says**

Really needs a full update and re-edit, but this is the classic that changed a whole industry. Slam full of information. Make sure you take notes as you read or you will never find those nuggets again.

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### **Bobmc40 says**

A very wholesome book on the how and why of raising pastured chickens. An important note, is how much more healthy and tasty the final product is for the consumer. Differences people can see and taste! Very informative in a Joel Salatin style delivery!

RBMc

Endicott, NY

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### **Jeremy says**

A similar book to Salad Bar Beef but this one is about raising chickens in a safe humane and natural way. He gets pretty detailed with his slaughtering techniques as well as the disposal of the blood and guts. He claims that due to his natural methods his chickens and eggs are far superior to anything at the grocery store. When

you consider the methods used to raise chickens in the mass production model that we have become so accustomed to his claims appear valid. I plan to read more about agroecology and the symbiotic relationship between plants and animals as well as animals amongst themselves however his outlook tends to be a little bit extreme as well as biased.

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