

## "The Guru's" (Dr. Whatley) 10 Commandments

### Thy small farm shalt:

- I. Provide year-round, daily cash flow.
- II. Be a pick-your-own operation.
- III. Have a guaranteed market with a Clientele Membership Club.
- IV. Provide year-round, full-time employment.
- V. Be located on a hard-surfaced road within a radius of 40 miles of a population center of at least 50,000, with well-drained soil and an excellent source of water.
- VI. Produce only what they clients demand—and nothing else!
- VII. Shun middlemen and middlewomen like the plague, for they are a curse upon thee.
- VIII. Consist of compatible, complementary crop components that earn a minimum of \$3,000 per acre annually.
- IX. Be 'weatherproof', at least as far as possible with both drip and sprinkler irrigation.
- X. Be covered by a minimum of \$250,000 worth (\$1 million is better) of liability insurance.

From *The Whatley Diversified Plan for Small Farms*, Dr. Booker T. Whatley