

If you're looking for new ways to add to your bottom line, take a look at the money-making ideas featured here and on the next page.

If you've found or heard about a new income-boosting idea, we'd like to hear about it. Send details to: FARM SHOW Magazine, P.O. Box 1029, Lakeville, Minn. 55044 (ph 800-834-9665) or email us at: [editor@farmshow.com](mailto:editor@farmshow.com).



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## Mobile Market Brings Food To Customers

By the time the Piggly Wiggly mobile market parks in one of 33 locations in Milwaukee, Wis., there's typically a line of people waiting. Shoppers appreciate the prices (half-off store prices) and the variety of fresh fruits, vegetables, dairy, and meat products to choose from.

Without transportation and with limited budgets, most of the shoppers don't have easy access to healthy food, says Sherrie Tussler, Executive Director for the Hunger Task Force that serves the greater Milwaukee area.

"We had the idea 10 years ago to take a car trailer and create a single aisle grocery store for people to shop instead of getting food for free," Tussler says. Costs are covered through federal grants and local foundation money, and it's become an important piece of Milwaukee's anti-hunger policy program.

The mobile market provides affordable food that customers choose.

"Staff load and drive the truck to bring the right food for the neighborhood," Tussler says. For example, avocados and jalapeno peppers are food staples for some neighborhoods, while collard greens and smoked meat are more sought after in other neighborhoods.

"We charge by the item and not the pound," she adds. That makes it easier

for customers to know how much they're spending and to get people through checkout faster. Tiny shopping carts and helpers make the process go smoothly.

Two 90-minute stops are scheduled each day, with the truck restocking mid-day for the afternoon stop.

Tussler notes that some doubted the mobile option would work in the beginning, but based on trust in the nonprofit, people started coming and continue to be regular customers. In addition to customers who live in poverty or food deserts, one stop is near a workplace for people who are blind.

"They are very excited to shop for themselves," Tussler says, to buy quality food at a reasonable price, thanks to the collaboration with Piggly Wiggly. Another success has been partnering with a medical college that reports improvements for people with diabetes because they have healthier food options.

The first trailer has been replaced with an improved version with better lighting, refrigeration, an automatic door, and exterior awning.

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Keutzer's grown his business from approximately 300 ready-to-sell parts to over 6,000.

## He Sells Garden Tractor Parts Online

Kyle Keutzer manages an online business on eBay selling antique, obsolete, and hard-to-find parts for 1950's to 1990's lawn and garden tractors. "My buyers are anyone from mower shops, restorers, tractor pullers, and people that just want to keep them running," he says.

Starting his online shop was a natural extension of Keutzer's hobby of repurposing what he owned. "I'd always enjoyed doing manual labor," he says. "As a kid, I loved taking things apart to see how they worked. I had lots of Legos. I had an early '70's Allis Chalmers Tractor with a mowing deck that was getting hard to maintain, as parts were either expensive or unavailable." He decided to part it out to sell and was pleasantly surprised with the outcome.

After that point, Keutzer bought several similar models and spent his spare evenings taking them apart and making online listings. This soon became a side job that made for a welcome distraction from his work as a loan officer. "After 25 years in the mortgage industry, I got burnt out," he shares. "Five years ago, I decided to part garden tractors full time. I always wanted to have my own business, and through 25 years of sales, I learned a lot about running one myself."

Keutzer sources his parts in multiple ways. "I purchase some from online classified ads,"

he shares. "I've acquired some at auctions and have an auctioneer friend that buys some for me. I'm also friends with a guy that builds garden tractor-pulling tractors who may only use a few parts off a machine and then needs an outlet for the remaining parts."

Keutzer has been maintaining his store on eBay for almost two decades. He's grown the business from approximately 300 ready-to-sell parts to over 6,000. Occasionally, he runs promotions on Facebook and does swap meets geared toward older iron.

While Keutzer loves what he does, he maintains it takes a particular personality to make it work. "If you are looking to be self-employed with the lure of working less than a 40-hour work week, this probably isn't a good path. You must like what you're selling and have a passion for it. For me, it's the thrill of the chase for finding new machines that have highly desirable parts on them, combined with the true enjoyment of capitalism and the American Dream."

You can see what Keutzer has for sale in his eBay storefront, [acezilla](http://acezilla.com).

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## She Sells Seeds To Support Her Hobby

Amy Hartzler-Snook takes her love of peppers to an extreme with 285 varieties that she has grown. While she has more than 90 tomatoes in her seed stash, it's peppers that she really loves. She plants between 50 and 75 varieties every summer, rotating through her collection and saving seeds to refresh her stash.

"When I get into something, I go all in," says Hartzler-Snook. "My mother is a state-certified Master Gardener, and as I got older, I got into it too. A few years ago, I decided that I might as well let my habit pay for itself. I started selling seeds online."

"Seed sales took off," she says. "They haven't slowed down. I get messages from people asking for one seed packet of each that I have listed."

Hartzler-Snook sells her seeds on eBay with most selections priced at \$1.50 to \$2.00 for a packet of 20 seeds. To handle shipping, she charges \$4.26, regardless of how many packets are ordered. Discounts are available for orders of multiple varieties.

"I've seen some of the seeds I sell priced at \$6 or more for 10 seeds," she says. "My most



A selection of unusual peppers Hartzler-Snook sells.

expensive one is a rare type that starts black and turns creamy white when it's mature."

Hartzler-Snook likes the way eBay works. Currently, she has more than 200 peppers listed, along with their photos. Search for Heirloom Pepper Seeds-Many Unusual Varieties-One Shipping Charge.

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