

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.

Hubscher added waffles to draw more people to their strawberry stand.



Waffles Draw Customers To Produce Stand

Darin Hubscher's sweet corn grew from a garden plot to 10 acres. Now he's added strawberries, and like the family sweet corn, it almost sells itself.

"There was an old guy in the area that sold sweet corn, but after he died, I started planting some for our young family," recalls Hubscher. "One year, I grew 15 short rows and shared with family and friends. Another year our kids sold a few buckets of ears, and so the next year, we expanded to half an acre and sold more."

As sales grew, so did the planted acres. Hubscher reports doubling his acreage almost every year until he reached his current 10 acres. Sweet corn is all pre-picked and sold at farm stands set up in nearby towns.

Until last year, he sold it as The World's Sweetest Corn. That's when the Hubscher family added strawberries to the mix. Now the stand reads World's Sweetest Corn & Strawberries.

"We have about 24,000 strawberry plants on 2 acres," says Hubscher. "There was no challenge getting customers. People knew us from our sweet corn sales. All we did was post to Facebook that we had strawberries, pre-picked and U-pick."

The response to available strawberries might have been enough by itself, but Hubscher sweetened the pot with a waffle maker.

"I was at the farm show in Regina last year when I saw a double waffle maker," he recalls. "We like waffles, so I bought it for our family's use. However, when I called home from the road, I said I bought it for the strawberry stand so we could make and sell waffles."

Hubscher intended the statement as a joke. However, his wife and daughter took him up on the idea. Customers can now buy waffles loaded with fresh berries, whipped cream, and Grandma's Secret Sauce. Waffle sales extended through corn sales and into September.

"We've sold as many as 80 waffles per hour," says Hubscher. "This year we're expanding to include homemade cheesecake and soft serve ice cream. We



Customers can buy strawberries by the pound and waffles loaded with fresh berries, whipped cream, and Grandma's Secret Sauce. Waffle sales extend through corn sales and into September.

expanded the food prep area. I think I have more electricity running to the stand than to the kitchen in the house. We also added 10 new patio sets with patio heaters."

Waffles were just one part of a successful first sales year. Another big part was being family-friendly. Hubscher installed play structures and designed the berry beds, so they're easy for kids to maneuver in.

"Some pick-your-own growers don't want kids, but we encourage them," says Hubscher. "Our walkways are well defined, and we have little or no damage from the kids."

Hubscher even gives the kids little red buckets to pick their own, although picking to eat is not discouraged. He just adjusts his prices to cover it.

In addition to strawberries and sweet corn, Hubscher plants pumpkins for families to pick each fall. He also plants about 250 tomato plants each year, which the family picks and sells to restaurants in nearby towns as well as at their corn and berry stands.

"It's not a big income thing," says Hubscher. "It's just fun to see happy faces."

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Vet-Owned Cannery Makes Unique Pickles

Window Licker Cannery of Ashland, Wisconsin, is a vet-founded, family-run canning business that ships pickled products, jams, salsas, and more nationwide.

Husband and wife duo Scott and Laurie Weber came up with their business name from an experience during Scott's military service. He remembers a drill sergeant getting onto a bus filled with recruits and yelling, "You window lickers have three seconds to get off my bus!" The phrase hit Scott as funny enough that he mentally filed it away for future use.

The cannery itself came to be 8 years ago due to Laurie's love of gardening and a quest by Scott to make a perfect pickle and improve his homemade bloody Mary mixes. The two purchased a piece of property with plenty of room for gardening. As the harvest came in, they started experimenting with preserving it the same way their grandparents had - canning and pickling. The canned goods started to pile up, so the Webers gave some away to family and friends.

After several years and a few influential visits to local farmers' markets, they started considering selling publicly. By 2012, the pair began to sell their wares in the Ashland area at farmers' markets and festivals. That's when the business took off.

The Webers moved to a larger property in 2018 and scaled their pickling business accordingly. Today, the cannery sells several varieties of pickles, ranging from dill to bread and butter and spicy garlic pickle chunks. You can also choose from numerous other pickled vegetables like dilly beans, asparagus, mushrooms, a variety of salsas, spicy jams, homemade mustards, and more. While the Webers source some items, such as mushrooms, from local suppliers, they grow 95 percent of what they use.

"This remains a small husband and wife operation," says Scott. "We control what we



Cannery sells several varieties of pickles, ranging from dill to bread and butter and spicy garlic pickle chunks, and pickled vegetables like dilly beans, asparagus, mushrooms, salsas, spicy jams, and homemade mustards.

can based on need and availability. Our biggest challenges have been sourcing raw materials (jars) and rising costs." Even so, the duo is in the business because they have fun doing it. Future plans include putting up high tunnels to lengthen the growing season.

"Don't be afraid to take a chance," Scott suggests to other potential cannery owners. "Have fun doing it and have the courage to work through obstacles."

It's possible to order all products online for delivery nationwide. Once you submit your order online, Scott or Laurie will follow up by email with payment instructions.

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She Makes Lotion From Jersey Cow Milk

Promoting dairy has been important to Michelle Popp since she and her husband started milking Jersey cows in 1998. Now she's doing it with lotion that she makes in small batches to add value to their Wisconsin dairy operation.

"I wanted milk to be the main ingredient," she says of the Jersey Girls lotion she started working on in the fall of 2021. She uses milk from the Popp's 26-cow herd.

After online research, she experimented with different recipes to keep the ingredients natural and simple. She came up with an unscented lotion and lotions with essential oils.

"One of my guinea pigs was a vet that gets cracked, dry fingers that bleed. He used the lotion and said his fingers didn't crack this winter," Popp says. Other customers say the lotion has helped clear rosacea, and some say mosquitoes stay away when they use the peppermint/lavender lotion.

Popp makes the lotion in small batches. She starts by pasteurizing her milk in an Instant Pot that holds just under 2 gals. When it's cooled, she adds essential oils and emulsifying wax to blend them together along with Optiphen preservative.

She sells her lotion at craft shows and has them in local salons, boutiques and coffee shops. She also takes photos of her jersey



Popp uses milk from her family's 26-cow herd to make lotion.

cows and makes cards and enlarged photos so that people can connect with where the milk for the lotion comes from.

"I sell to lots of people who farm and who care about what's on the label for their babies and kids," Popp says.

She recently opened an Etsy store for national sales. Lotions sell for \$15 for 8 oz. pump bottles.

Popp emphasizes that she plans to keep her business personal and in the family with the help of her mother, a retired farmer. Making small batches of lotion ensures quality and a personal touch.

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