

Money-Making Ideas To Boost Farm Income

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.

Couple Operates Cattle Scanning Businesses

Cattle farmers Craig and Becky Hays of Diagonal, Iowa, operate a sideline bovine ultrasound business, one of only four of its kind in the U.S.

Breeders use the ultrasound information to evaluate carcass trait potential of live animals to make better culling, mating and marketing decisions.

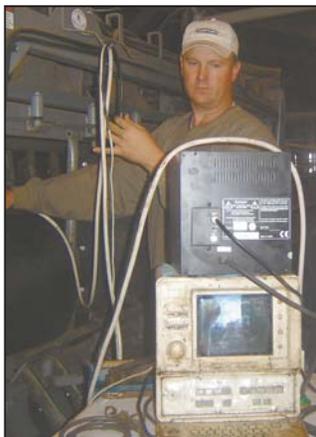
Craig, a certified ultrasound field technician, physically scans cattle at ranches across the U.S., and collects images which are interpreted back at their "farm lab" by Becky (who's also a certified ultrasound field and lab technician). Craig's scanning business is called Critical Insights, Inc., and Becky's processing operation is called UltraInsights Processing Lab, Inc.

To maintain their credentials, the couple must pass field and lab certification tests every other year, proving their knowledge and proficiency.

"I also work for other field techs to interpret their scanned images," Becky explains.

She has analyzed ultrasound scans of more than 75,000 head of cattle so far in her 7 years of business, and she says her turnaround time is currently about two days.

She is usually asked to supply the data to breed associations, who compile EPD's (Expected Progeny Differences) for the purebreds involved. Ultrasound data on commercial cattle then goes back to the breeder to be used in herd management. Most of the images she works with are submitted to her via the internet from field



The Hays' bovine ultrasound business helps cattle breeders evaluate carcass trait potential of live animals.

techs such as her husband.

The couple is busiest between January and May and find September to November a bit busier as well.

Investment in equipment is around \$20,000. The charge to breeders for scanning ranges from \$12 to \$18 per head, including travel, with \$4 of that going to lab fees.

Contact: FARM SHOW Followup, UltraInsights Processing Lab, Inc., 1767 210th Ave., Diagonal, Iowa 50845 (ph 641 464-2310; ui@uicuplab.com; www.uicuplab.com).

He Sells Ad Space In The Sky

Kent Heitzinger turned his love of flying into a booming business. If you've been at a farm show lately, you might have seen him flying overhead.

"Many companies say it's their most effective form of advertising," says Heitzinger, owner and president of AdAirlines, LLC.

"You can get to people who wouldn't see other kinds of advertising whether it's at a show, a busy beach, an entire city or a section of the city, or over beach or auto traffic," Heitzinger says. "I've been hired to do business openings, political campaigns, and to sell products such as cars and insurance. We can focus on small or large areas."

The Illinois entrepreneur says his business, founded in 1991, is the oldest in the industry. He started pulling banners for Chicago businesses with a Cessna. Now his company has a fleet of Cessna planes with company-trained crews that work throughout the U.S. and into Mexico.

"It's very difficult to get the permission to do this now and to get insurance. We were in it before it got really tough," Heitzinger says. The terrorist attacks in 2001

added further regulations and put some venues like large sporting events off limits. The company fills out lots of paperwork for certified waivers from the FAA every time pilots pull a banner through the sky.

The Cessna planes are modified with extra oil coolers to keep oil temperatures low and have a twisted prop to get the best climb. The planes have certain style wings and extra gas tanks. Ad Airlines uses GPS to provide precise time and position logs for all flights.

AdAirlines pilots typically fly in three-hour blocks for a fee of \$1,250, plus a commuting fee. The banner is included and has up to 32 5-ft. letters and numbers.

Another popular option is a 20 by 70-ft. banner.

"They are hand-painted and have four to five times better results," Heitzinger says. They cost \$3,000, plus a tow time fee.

The strong nylon fabric is good for about 100 flights, and then can be used as a stationary banner.

Contact: FARM SHOW Followup, AdAirlines LLC, 2859 Central St., Evanston, Ill. 60201 (ph 773 785-3100; www.adairlines.com).



This Iowa farmstead was rented to a company that used the farm to make a horror movie. The rundown barn became a ready-made movie prop.

They Hired Their Farm Out To The Movies

Here's a way to make money off your farm that you might never have thought about: Hire it out as a film location for a Hollywood movie.

That's what Karen Gogerty and her sister Joan Burg did. They rented the Iowa farmstead they grew up on to a company called After-Dark Productions, which used the farm to make a horror movie called "Husk". Karen and Joan grew up on the farm but there's no one living there now. The rundown house, barn, crib and windmill became ready-made movie props.

"The film crew did a lot of remodeling on the home's interior," says Karen Gogerty. "Besides fun and excitement, the movie people brought money to the community."

In addition to a rental fee, the film makers hired farmers to move stuff and disk nearby fields. Local businesses sold supplies ranging from groceries to gas.

Movie making companies often use abandoned farmsteads as film locations. Sometimes movie scouts drive around and talk to local people.

But the best way to get involved is to be proactive. Find out what's going on in the film industry by reading publications and getting on the internet. Occasionally a company will advertise that it's looking for actors or walk-on people to act in movies. If any movies are going to be made in your area, see if you can get involved.

For example, Karen and Joan got their "deal" when they heard a movie company was working in Des Moines. The sisters went over and had a talk with the director.

Contact: FARM SHOW Followup, Rex Gogerty, 33475 K. Ave., Hubbard, Iowa 50122 (ph 641 487-7617; dep@netins.net).



This rustic-looking bench - complete with decorative carvings - was made out of wood pallets.

He Turns Pallets Into Rustic Benches

Wood pallets are the perfect material for making low-cost, rustic-looking benches, says Jim Chavez, Albuquerque, New Mexico, who makes customized benches - complete with decorative carvings - for his friends and relatives.

He gets wood pallets for free and uses them for the seats and leg braces, while the arms and legs are made from used 2 by 4's and 2 by 6's. When construction is done, he finishes the benches off with water-based stains.

The pinewood backrests are the only wood that he buys for the benches. That's where you'll find the carvings. "I enjoy carving, so living in the Southwest, designs such as roadrunners, geckos, buffalo, Indian dancers,

sunbursts and crosses are carved onto the backs," says Chavez.

"At first I gave the benches away to family members, who suggested I should sell them. I've sold a few at a local store for \$300 apiece. I can't make the benches wider than 4 ft. because that's how big most pallets are."

Chavez is an upholsterer by trade and recently upholstered a leather cushion seat for a bench that he and his wife use inside their house.

Contact: FARM SHOW Followup, Jim Chavez, 2832 La Vega Dr., Albuquerque, New Mexico 87105 (ph 505 315-8222; Sachz54@q.com).