

# Chicken Caravan Member's Area with Daniel OBrien Episode 8

## Transcription:

Welcome back to [Greengrassseggfarming.com](http://Greengrassseggfarming.com), Daniel OBrien with you again. Today's podcast is a little bit different – I am not interviewing anyone, just me, and I wanted to firstly thank everyone for the very positive comments that I have been receiving in my email inbox in relation to the podcasts that I have been sending out. If you would like to leave a positive review on Itunes that would be greatly appreciated so more people can hear about the podcast.

Today I want to talk about the Chicken Caravan Members Area, we've touched on this very briefly in some of the interviews but I wanted to answer a few questions that people have asked about it and explain to you what it is.

So a bit of the history actually, the Chicken Caravan Members Area, this actually came about two years ago and for two reasons. One – my wife Jodi and I we're expecting our first child and he's going to be two years old very very soon and we couldn't travel and consult the farms everywhere, and Two – we are getting more and more people asking for advice further afield than we have a willing to travel.

So we put together this Membership Site and basically it was an online training university in the early days, there was a whole bunch of training videos that we did and it would help people with a whole bunch of things from marketing to hen management, getting rid of all hens, a lot of things.

Now 2 years on it has really morphed into, we sort of call it online university and its an active forum, so what that mean is, when you login there's a whole bunch of other people with profiles in the members area asking questions, having discussions and such. One of the things that really does help you is being part of this community, it really gives you a support network, you're in a learning process with other people that understand sustainability and they talk that language.

As well as the community, there's High Value Training in there that covers entire topics like Marketing and Selling your eggs, also Marketing your actual Brand through Facebook and Youtube. We've got training in there on how to sell your eggs to retailers so you can go to retail stores and how to go about that.

So much training, getting rid of old hens, hen health, raising chickens a lot of things like that. There's a whole bunch of very supportive people in there – myself, Cameron our

sales manager and also Ben who co-authored *Pastured Egg Farming Success*, he's in there to help you grow your egg business also.

We also have a general forum where anyone can post a question on anything or start a discussion. One of the ones in there at the moment that's getting a little bit of attention, which Lou and I have talked about, is having roosters in your flock to protect the hens from eagles. That came about because Cameron saw one of our clients that was using roosters and put it up on the forum and then the discussion started and just because of that information, a lot of other farmers that run the place that have had the odd, chicken taken by an eagle have also introduced roosters to their flock.

Other discussions in there include egg storage, what feed to choose, there was someone whose production was right down and due to just changing the feed supplier which is information they got from the forum, their production's up 3 times.

A whole bunch of knowledge. There's also a buy-swap or a buy and wanted section so if you like selling off old hens or you have something you're after, if you are after an egg grader that's in there as well.

If you want to check it out please head over to <http://greengrassseggfarming.com/coaching/> or if you hit the website you'll see on the right hand side of button that says GetCoaching. There's a lot more details there about the membership site, it's got a sign up now button if you do want to be a part of it, it is a great community in there, we are in there to help you succeed.

There's just so much more valuable training over and above the podcast, the other advantage of the forum or the membership site, is every podcast is put in there for discussion so you can go in there right now and you can comment on this podcast and ask questions and such, as I said the rest of the team are in there also.

So this has been a short podcast but I hope this has been useful to you and answered a few questions about the coaching section of the Chicken Caravan membership site. I will speak to you on the next podcast – Thank You!