

Media Kit



Jay
Reeder

Breedbooks: Revolutionizing Small Farm Operations with a Groundbreaking Digital Platform



Cornelia, Georgia (April 1, 2024) – Jay Reeder, a tech industry veteran with nearly three decades of experience and a 15-year history of small-scale farming, is introducing a groundbreaking platform called **Breedbooks** that simplifies and optimizes farm operations.

Reeder recognized the transformative power of agritourism and leveraged his unique perspective to advocate for and educate on the symbiotic relationship between farm experiences and sales growth. “We saw conventional online tools fail to address the specific needs of small farms,” said Founder Jay Reeder of Breedbooks.

This insight led to the creation of **Breedbooks**, which was developed out of a blend of passion for technology and agriculture and designed specifically for small farms. **Breedbooks** offers small farms a seamless, farm-specific booking system. This intuitive platform supports farms in managing tours, coordinating events, and enhancing sales, thereby driving efficiency and profitability.

“Our mission extends beyond innovation; we aim to empower small farms to prosper in the digital era,” said Founder of Breedbooks Jay Reader. **Breedbooks** is more than a platform; it’s a movement toward sustainable income for small-scale agriculture, making every click a step toward prosperity.

To learn more about **Breedbooks**, visit <https://breedbooks.com>



About



Since 2013, **Jay and Melissa Reeder**, the duo behind **Apple Mountain Alpacas** in Clarkesville, Georgia, have been bringing a unique blend of experience to the agricultural and entrepreneurial worlds. With Jay's childhood on the Panama Canal amidst exotic animals and Melissa's upbringing on a horse farm, alpacas were a natural fit for their family venture. This led to the creation of a successful agritourism business, now managed by their teenage children, allowing Melissa to co-found a **Fiber Studio** for "make and take" classes.

Jay leverages his extensive background in launching internet-based tech companies and digital marketing to enhance their farm operations and shares his insights through seminars at regional and national breed conferences. He also served as the President of the Southeastern Alpaca Association in 2017. Melissa, dedicating her time fully to the studio and farm, focuses on raising alpacas and transforming their fiber into art.

Beyond the farm, the Reeders have a history of impactful entrepreneurship, including founding, growing, and selling VoiceNation, a virtual telephone service, and launching **NinjaNumber**, a virtual business telephone system. They've also founded **GA Calls**, a non-profit providing job and life skills to individuals exiting prison.

Currently, alongside their Breedbooks initiative, they're dedicated to revitalizing a local city in the North Georgia Mountains by developing restaurants, music venues, and a coworking space, further showcasing their commitment to community development and innovative business ventures.



Q & A



What motivated you to develop Breedbooks?

I was asked to teach seminars on Farm Tours at breed associations at regional events and national conferences, and many reported back to me that putting these techniques into practice was a game changer. The one issue almost everyone had was a lack of technology that was easy to implement. Breedbooks is the technology, training, and mentoring that can provide turnkey solutions for small farm prosperity.

In what ways do you think technology will influence agritourism?

A farm tour marketplace will introduce farms and their tours to a much bigger group of visitors. Having the technology to easily sell tickets online, sell animals, and sell farm products will help farms quickly and inexpensively implement not just farm tours but also be able to use farm tours as a lead pipeline for all farm sales.

The mentoring public/private chat rooms will be a game changer in helping create an opportunity for farms to get 1x1 coaching from others around the country who have already succeeded. From the mentoring angle, could also be mentioned that mentors are rewarded by assisting those they invite, with 20% of the platform transaction fee being paid to the mentor of the farm they invited when sales are made. This ensures that your mentor has a vested interest in assisting you to achieve success.

Are there any planned updates for the platform?

We are continually developing and improving the platform. This is just the beginning.

What future developments should we anticipate?

One exciting development is the plan to integrate the latest AI tools to further assist small farms in easily maximizing the Breedbooks technology to help automate their lead pipeline.

On which social media platforms can customers connect with you?

We're active on [Facebook](#) and [Instagram](#). Additionally, the slack-like chat rooms on the Breedbooks user dashboard are a social platform in itself.





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