

Lessons Every Entrepreneur Should Learn From This Engineering Student, Turned Pig Farmer

An Exclusive Interview with Heather Sandford, Owner, The Piggery

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/EINPresswire.com/ -- Entrepreneurs Heather Sandford and Brad Marshall are living high off the hog, thanks to the success of [The Piggery](#), their farm-to-table butcher shop and wholesale meat division in upstate New York.

The husband-and-wife duo embodies many of the best traits of successful entrepreneurs, demonstrating that even so-called “dirty businesses” can be great enterprises and role models.

Heather and The Piggery are featured on this week’s edition of [Monday Morning Radio](#), the popular free business-to-business podcast available through the iTunes store and Stitcher.

“What impresses me about The Piggery is its growing base of enthusiastic customers,” says Dean Rotbart, reputation coach and host of Monday Morning Radio. “Heather and Brad

deliver superior products and great customer service. Combined with their entrepreneurial zeal, they are poised for major-league growth in the months and years ahead.”

On the free podcast, Heather reveals her recipe for success, including balancing passion with financial prudence; using customer loyalty to compete effectively against vastly larger competitors; accepting the need to borrow money to fund growth; and demonstrating the courage to take on new challenges and explore fresh opportunities.

“Whether you’re a producer, a service provider, a professional, or a tech startup, these pig farmers can help you run your business more efficiently, and with greater joy,” host Rotbart says. “Talking to Heather, I heard at least four takeaways that every small business owner, professional, and entrepreneur can apply immediately to their own enterprises.”



Bacon Lovers
Proving That "Dirty Businesses" Can Be Great Businesses & Role Models

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Monday Morning Radio
Free Podcast with



Heather Sandford
CEO & Co-Founder
The Piggery

Proving That "Dirty Businesses" Can Be Great Businesses and Role Models



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Your Host: Dean Rotbart

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Launched in 2007, The Piggery is growing rapidly, and forecasts sales in 2016 will reach \$2.75 million. Early this year, the company launched an online store, in addition to its retail and wholesale channels.

Before launching The Piggery, Heather studied engineering at Cornell University and had careers that included work in the music, real estate, and high-tech industries. (For many years, she was a vegetarian.)

For more insights on how Heather and Brad have built The Piggery, and what their success formula consists of, be sure



Dean Rotbart Teaching at Wizard Academy

to listen to the full audio interview on Monday Morning Radio.

Monday Morning Radio is produced in cooperation with the nonprofit Wizard Academy, a nontraditional business school offering courses that appeal to a wide-variety of business people, thought leaders, and creative innovators.



Whether you're a producer, a service provider, a professional, or a tech startup, these pig farmers can help you run your business more efficiently, and with greater joy.

Dean Rotbart

The [Monday Morning Radio Inner Circle](#) is a free, members-only community (tribe), offering bonus materials of value to entrepreneurs and business owners, including invitations to private members-only teleconferences and workshops. To join, visit: tinyurl.com/mmr-subscribe.

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