Utilization of my contact and friends contact

Capitalizing on the fact that both the poor and the elite are trying to eat what is better for their health and shun what is rather not healthy enough. Introducing Organically raised chicken to the mass, telling them advantages of eating these and why they should shun the latter which is the inorganic raised chickens.

To address the above somethings, need to be done for it to be effective

* Learning how to raise birds organically with no fault
* An enticing advert making them curious and want to know more
* Good words from place of advert
* Making the brand name known
* Making use of the referral rule in other to gain more access to the masses (pitching ideas to new people and telling them how they can benefit from bring customers to our door step)
* Partnering out with friends, using their contact list as sales point

On production

How many birds does one begin with?