

# Slater Farm Business Plan- Rough Draft

## OPERATIONAL

**NAME OF BUSINESS:** TBD

**TYPE OF BUSINESS:** Regenerative Farm

**BUSINESS DESCRIPTION:** A regenerative farm and education center that strives to achieve the highest level of biodiversity possible that will supply nutritionally superior chicken, dairy, beef, and various types of produce.

**RETAIL BUSINESS-** We will sell our meats and produce and products both directly to the consumer via CSA boxes, subscription boxes and Farmer's Markets and also through small retail stores. As the business grows, we will open a small farm store where customers can pick up their CSA boxes, purchase other local products and connect with local community. We also will create an education area where customers can come to learn about their food, take classes on gardening, food preservation, animal husbandry, sustainability, herbalism and much more.

**SERVICE-** A regenerative farm that supplies nutritionally dense food for the community.

We are passionate about health, people, the planet and all it's inhabitants. Paired with our past experience of 10+ years of ranching and farming makes us capable and able to start a regenerative farm. We are starting with a 30+ acre plan with the plan to expand as the business grows.

Jordan and I will be doing the work to start with the plan to involve apprentices and volunteers as we grow.

**LOCATION-TBD**

### **MANAGEMENT AND PERSONNEL:**

Jordan and Nicole Slater will perform all rolls for the farm initially with plans to bring in help with various roles as we expand.

## **OWNER'S EXPERIENCE AND BACKGROUND**

- 1. Technical:** We have had hands on experience. Jordan worked on a ranch for 5+ years in Oregon and together we've grown multiple gardens and had our own farm in Washington where we created a large permaculture garden. Nicole has extensive experience with animals from her own animals and livestock and also from working as a veterinary technician for 8 years. Jordan has been a mechanic for 30+ years and can work on all types of equipment. Nicole has experience in management, business and marketing from working in the restaurant business and in running her own photography and herbal business.
- 2. Marketing/Sales:** Nicole has 20+ years of marketing and sales experience from various jobs and business ventures. Jordan has 30+ years of working in sales and from owning his own business.
- 3. Financial:** Nicole and Jordan have both experience in managing personal and business finances.

## **MARKETING PLAN**

### **Market Needs**

As consumers become more aware of the damage to their health, animals and the planet, caused by industrialized agriculture and factory farming, the demand for organic small, local farm goods continues to show double-digit growth.

### **Target Markets**

Our target market will be families who desire more nutritionally dense food for their families. They have overcome health struggles by changing the way that they eat, want to keep their money locally and depend less on big corporations so they can live more sustainably. They believe in organic, regenerative farming methods and avoid shopping at grocery stores as much as possible. They shop 1-2 times a week at the local farmer's markets, participate in CSA's and grow some of their own food. Mother's in particular will be biggest target market.

### **Ideal Customer Profile**

Income: \$80k a year

Age: 20-60

Gender: Mother's mostly

Location: TBD Connecticut

Family: Yes

Education: Yes

