

Mountain Harvest Organics

Business
and
Marketing Plan



Background

- Location:
County, NC
- Family Owned
- 14 Acres of Tillable
Land
- 5 Acres Current
Production
- Fruits, Vegetables,
Herbs, Flowers
- Certified Organic



diversity trends

- + Commercial Agriculture
- + Demand for Free Heirloom Varieties
- + Demand for Local Products
- + Population of Target Consumers
- + Demand for “Contact Buying” and “Experiential Shopping”



Customer Profile

- Affluent and High Prices
- Educated
- Health Conscious
- Seeking a “Buying Experience”
- “Issue Buyers”
- Local and Temporary Residents

SWOT Analysis

- **Strength:** Meeting customer Needs and
- **Weakness:** Limited Resources for Increasing Production and Sales and Productivity
- **Opportunity:** Available Grant Schemes for Capital
- **Threat:** Loosing Competitive Edge Not Being able to Respond to Market Changes

Strategic Business Goals

- **Increase Annual Income** to at least:
\$25,000/year
- **Add New Products:** Canned Dried Flowers, Fruits, Seasonal
- **Add Income Generating Services:** Hospitality, Education, Entertainment
- **Develop Products for Off-Season Sales**

Financial Objectives

- Increase Total Acreage to 14 Acres
- Add 4 or 5 Greenhouses for Cut/Dried Flowers and Specialty Crops
- Build Rental Cabin(s)
- Improve Facilities and Develop Program for Seminars, Workshops, Farm Tours and Events
- Add Holiday, Event and Seasonal Products
- Increase Per-Product Profitability

Action Items/Sched

1st Qtr 05: **Flower**

- 2nd Qtr 05: Obtain Customer Preferences
- Summer 05: Finalize Production Plan/Complete
- 3rd Qtr/05: Plan Production for 06, Obtain Capital for Production, Develop Promotion Campaign
- 1st Qtr 06: Construct Production Facilities, Begin Promotion Campaign
- 2nd Qtr 06: Begin Sales

Cut Flower

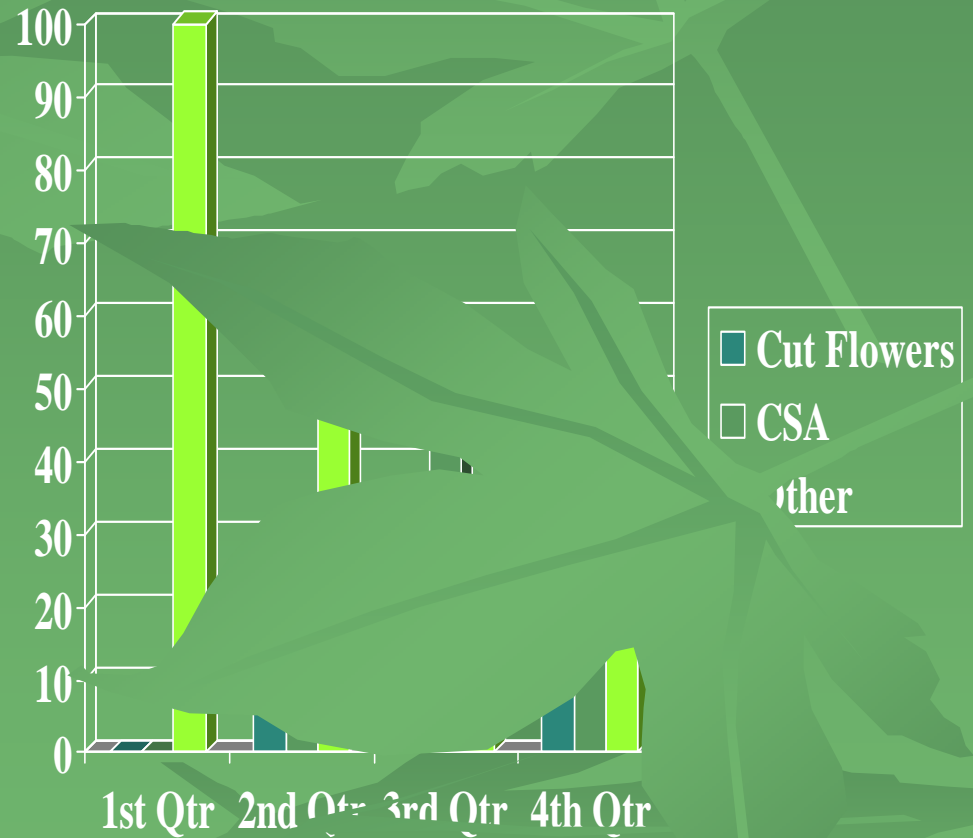
Year 1 (2006) - Year 3 (2008) Operations Requirements

- Year 1 (2006): (\$22,468.27)
- Capital Requirements: 2,000

- Year 2 (2007): \$6001.73
- Capital Requirements: \$6,998.27

- Year 3 (2008): \$13,146.73
- Capital Requirements: -0-

Projected Sales Activity



Market Strategy

- 2nd Qtr. **Identify Customers** for Product Preferences
- **Monitor Customer Feedback** from Retail Sales Objects, Customers
- Utilize Farm Personnel at Market. **Customer Contact**
- Utilize **Branding and Association**
- **Target** Event/Holiday, Incentive, **Special Sale**
- Create and Use **Promotional Pieces**, News Art.

Recommendations

- Assess current farm: Profitability, Potential of Adding other Products/Services.
- Within the next 2 yrs: Implement On-Farm Businesses to Broaden Seasonal Income, Attract Additional Customer Base, Improve Asset/Equity Value.