

TRU NATURE HOLISTIC HEALTH & WELLNESS AGRIBUSINESS PLAN

Mission Statement: TRU NATURE Holistic Health & Wellness is dedicated to reconnecting communities—especially underserved and historically marginalized ones—with nature, sustainable food systems, and holistic healing traditions rooted in Gullah Geechee culture. Our mission is to cultivate wellness through local agriculture, natural remedies, and cultural heritage, while supporting economic development, education, and access to clean, affordable food and wellness products.

1. Business Overview

TRU NATURE Holistic Health & Wellness is a multi-faceted agribusiness model that integrates:

- Local Farmers Market Operations
 - Farming of Seasonal and USDA-approved Crops
 - Holistic Wellness Product Line
 - Local Courier and Delivery Logistics
 - Retail Health & Food Store
 - Educational and Retail Partnership with HBCUs
 - Marketing through Lowcountry Cultural Channels
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2. Local Farmers Market Produce and Engagement

- Weekly pop-up markets in partnership with local farmers
- Rotating stalls featuring fresh fruits, vegetables, herbs, eggs, and dairy
- Nutritional education booths and cultural cooking demos
- Incentives for SNAP/EBT users and student discounts

3. Partnerships with Local Farmers

- Sourcing agreements with local growers (within 100-mile radius)
 - Priority to BIPOC, veteran, and women farmers
 - Shared-use cold storage and aggregation facilities
 - Co-marketing opportunities
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4. Farming: Seasonal & USDA-Approved Crops

Seasonal Crops:

- Spring: Kale, Spinach, Carrots, Strawberries
- Summer: Tomatoes, Corn, Peppers, Cucumbers
- Fall: Sweet Potatoes, Squash, Collards
- Winter: Cabbage, Turnips, Beets

USDA Crops (Organic Certification Applied):

- Heirloom Tomatoes
 - Herbal Medicinals: Echinacea, Lemon Balm, Chamomile
 - Industrial Hemp (CBD and fiber)
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5. Homemade Holistic Products & Remedies

- Herbal teas, tinctures, and salves
 - Body butters and oils (e.g., shea, moringa, coconut)
 - Natural soaps and scrubs with Gullah Geechee-inspired scents
 - Sea moss gel, elderberry syrup, immune boosters
 - Wellness boxes and subscriptions
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6. Health & Food Store (Retail Operations)

- Brick-and-mortar and mobile store model
 - Convenient to HBCUs and community centers
 - Student discounts, loyalty programs, wellness education
 - Accepts EBT, cash, card, and digital payments
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7. Delivery Logistics & Courier Service

- Community courier program employing local youth
 - Same-day delivery for wellness boxes and produce
 - Mobile app for orders and tracking
 - Eco-friendly delivery containers and route optimization
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8. Marketing Strategy

- Brand rooted in Gullah Geechee aesthetic and storytelling
- Social media campaigns highlighting traditional foodways and healing
- Partner with Gullah chefs, artists, and historians for events
- Story-driven packaging and pop-up exhibits

- Podcast or YouTube series on “Rooted Remedies: Holistic Culture from the Coast”
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9. Grants & Funding Sources

- USDA Urban Agriculture and Community Food Projects grants
 - NRCS High Tunnel and Equipment grants
 - SARE Sustainable Agriculture Grants
 - Local economic development agencies and HBCU incubators
 - Private donors and social impact investors
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10. Itemized Budget Spreadsheet (Annual)

Category	Estimated Cost (USD)
Land Lease/Farm Equipment	\$25,000
Seasonal Crop Seeds & Soil	\$8,000
Local Farmer Contracts	\$15,000
Storefront Rental & Utilities	\$18,000
Mobile Delivery Setup	\$10,000
Packaging & Eco Supplies	\$5,000
Holistic Product Ingredients	\$7,000
Marketing & Cultural Campaigns	\$12,000
HBCU Partnerships/Programs	\$6,000
Licenses, Certifications, Legal	\$4,000
Staff Wages (3 part-time)	\$30,000
Miscellaneous & Emergency Fund	\$5,000
Total Estimated Budget	\$145,000

Conclusion TRU NATURE Holistic Health & Wellness offers a regenerative model for community well-being rooted in cultural authenticity, economic empowerment, and sustainable agriculture. By blending traditional knowledge with innovative logistics and inclusive retail, we aim to uplift the health and prosperity of the Lowcountry and beyond.