# Naturalz Farm Business Plan

## I. Introduction

### A. Mission Statement

Naturalz Farm is dedicated to cultivating a diverse array of 100% organic crops, orchards, and exotic fruits within a whimsical, themed environment. Our mission is to provide high-quality, nutritious produce while promoting sustainable farming practices and fostering community engagement.

Motto: 'Happy, Healthy, Wealthy, Free'

### B. Vision Statement

We envision Naturalz Farm as a leader in innovative organic agriculture, introducing unique fruit varieties to the market and serving as a hub for education and agritourism in North Carolina.

## II. Background

### A. Personal and Family Farming History

Farming has been an integral part of my family's heritage in South Carolina and North Carolina. Growing up on family homesteads and small farms, I gained hands-on experience in traditional farming methods, crop cultivation, and livestock care. This rich legacy has instilled in me a profound respect for the land and a passion for sustainable agriculture.

### B. Professional Development

To build upon this foundation, I hold a certificate in Farm Planning and am currently pursuing studies in Horticulture Technology with a minor in Urban Farming at Central Piedmont Community College (CPCC). This academic endeavor has equipped me with contemporary knowledge in plant science, soil health, and sustainable farming practices, complementing my practical experience.

## III. Naturalz Farm Overview

### A. Farm Description

Naturalz Farm will be situated on a thoughtfully designed property that harmoniously blends functionality with whimsical aesthetics. The farm will feature themed gardens, artistic installations, and interactive spaces to create an enchanting experience for visitors.

### B. Organic Crop Varieties

Our farm will cultivate a diverse selection of organic produce, including:

#### 1. Orchard (Fruit Trees) – "Mad Hatter" Theme:

• Apples: Fuji, Granny Smith, Gala, Honeycrisp
• Oranges: Valencia, Navel, Blood Orange
• Mangoes: Kent, Haden, Alphonso
• Papayas: Red Lady, Solo, Maradol
• Avocados: Hass, Fuerte, Bacon
• Cherries: Bing, Rainier, Montmorency
• Peaches: Elberta, Red Haven, Belle of Georgia
• Plums: Methley, Santa Rosa, Satsuma
• Figs: Black Mission, Kadota, Celeste
• Pears: Bartlett, Bosc, Anjou

#### 2. Exotic Fruits:

• Passion Fruit: Purple, Yellow
• Mangosteen
• Snake Fruit (Salak)
• Juneberry
• Quenepas (Spanish Limes)
• Black Sapote
• Kiwi Berries (Hardy Kiwi)

#### 3. Herbs – "Queen of Hearts" Theme:

• Sage: Clary, Purple, White
• Nettle: Urtica dioica
• Lavender: English, French, Spanish
• Calendula: Pot Marigold
• Chamomile: German, Roman

### C. Value-Added Products

To diversify our offerings and enhance profitability, we plan to produce:
• Preserved Goods: Jams, jellies, and fruit preserves
• Herbal Products: Teas, tinctures, and salves
• Quail Eggs: Selling eggs (but not meat)

## IV. Financial Overview

### A. Industry Comparison

The average farm in North Carolina generates approximately $50,000 - $100,000 per year in revenue. However, Naturalz Farm anticipates exceeding this range by introducing rare, high-demand organic crops and leveraging social media marketing strategies to increase direct-to-consumer sales. With my background as an influencer, I plan to utilize online engagement to amplify our reach and drive sales.

### B. Estimated Costs and Revenue

• Initial Farm Setup: $75,000 (land lease, equipment, infrastructure)
• Crop & Orchard Development: $20,000 (seeds, trees, soil amendments)
• Equipment & Tools: $30,000 (irrigation systems, greenhouses, storage facilities)
• Quail Farming Setup: $10,000 (housing, feed, egg collection)
• Value-Added Production: $15,000 (jarring, packaging, labeling)
• Marketing & Branding: $10,000 (website, social media campaigns, ads)

### C. Projected Revenue Streams

• Fresh Produce Sales: $100,000/year
• Value-Added Products (Herbal remedies, teas, jams): $50,000/year
• Quail Eggs: $20,000/year
• Agritourism & Workshops: $30,000/year
Total Estimated Revenue: $200,000/year

## V. Conclusion

With a strong foundation in farming, formal education in horticulture, and a business model focused on sustainability and social media engagement, Naturalz Farm is well-positioned for success. Our goal is to create an innovative farming enterprise that not only produces high-quality organic crops but also fosters community engagement and financial sustainability.