# Regenerative Farm & WNCLA Strategic Plan

## Executive Summary

Business Name:

WNCLA Land Architects (Ecological Land Planning)

[Farm Name TBD] (Regenerative Farm & Dog Boarding)

Location:

Asheville, North Carolina

Mission Statement:

To regenerate landscapes and local food systems through ecologically grounded design, ethical land stewardship, and sustainable agriculture—while providing compassionate, nature-based care for companion animals in an enriching farm environment.

Vision Statement:

We envision a resilient regional landscape where regenerative agriculture, ecological design, and holistic animal care foster thriving ecosystems and vibrant communities.

Business Overview:

This enterprise operates on two synergistic fronts:

1. Regenerative Farm & Animal Services: Pasture-raised meats, eggs, chickens, and dog boarding in a natural farm setting.

2. WNCLA Land Architects: Consulting in regenerative land design, water systems, and infrastructure prototyping.

## Grant-Ready Business Profile

Location: Asheville, NC (on leased land)

Business Structure & Ownership:

Sole proprietorship led by a licensed Landscape Architect with EOV certification.

Mission Statement:

To regenerate landscapes and local food systems through ecologically grounded design, ethical land stewardship, and sustainable agriculture—while providing compassionate, nature-based care for companion animals.

Vision Statement:

To create a resilient regional model where regenerative agriculture, ecological planning, and holistic animal care support thriving ecosystems and vibrant rural communities.

Enterprise Overview:

- Regenerative farm: pasture-raised poultry, no-till veg, EOV verified.

- Nature-based dog boarding.

- WNCLA consulting: planning, water systems, grant support.

Use of Grant Funds:

- Portable fencing, water systems

- Covered boarding enclosures

- Compost/no-till equipment

- Workshops and solar systems

Why Fund This Project:

Replicable model for low-overhead, regenerative, community-based agriculture.

## Startup Budget Summary

Total Estimated Expenses: $9,500

Income: $106,400 (Full-time + Part-time jobs)

Net Cash Flow: ~$96,900

Major Expenses:

- Infrastructure & Tools: ~$6,500

- Livestock & Supplies: ~$1,250

- Marketing & Operations: ~$1,250

- RV Setup: ~$1,500–2,500

- Consulting Tools: ~$500

## Grant Application Calendar 2026

Key Deadlines:

- Southern SARE Grants: Nov–Dec 2025

- NC ADFP Trust Fund: Jan 17, 2026 (est.)

- NRCS EQIP: Rolling deadlines

- Young Farmers Coalition: Early 2026

- REAP (Energy Program): March 31, 2026

Focus: beginning farmer support, regenerative research, rural infrastructure

## Market Study & Analysis

Asheville Market:

- Dog-friendly city, strong CSA culture, eco-conscious consumers

- New landowners seeking homestead consulting

- Tourists looking for authentic, ethical experiences

Top Market Segments:

1. Regenerative Food Buyers (CSA, local, chefs)

2. Pet Owners (dog boarding with enrichment)

3. New Landowners (consulting/homestead planning)

Key Trends:

- Homesteading & land buying

- Agri-tourism

- Pet humanization

- Local, ethical food sourcing

## Marketing Strategies

Eco-Family Strategy:

- Channels: IG, local parenting groups, flyers

- Offers: CSA + Dog Boarding combo

- Events: Family farm day, potluck

Homesteader Strategy:

- Channels: IG, Facebook, landowners groups

- Offers: Free consult, PDF guides

- Events: Design intensive, open field day

Eco-Traveler Strategy:

- Channels: Google, BringFido, Airbnb

- Offers: Dog guide, farm goods with stay

- Events: Weekend drop-in, field games

Year 1 Budget: $350–$600

Focus on IG, flyers, email list, farm day event

## Financial Growth Potential

Year 1–2: $25k–$60k — low infrastructure, part-time ops

Year 3–5: $75k–$150k — expanded farm, venue/event income

Year 5–10: $200k–$500k+ — resort-level experience, multiple revenue streams

Ecological Growth: 1–100+ acres, EOV benchmarking, carbon drawdown, habitat corridors

Cultural Growth: From speaker to regional trainer, national presence

## Phased Growth Roadmap

Phase 1 (Years 1–2): Farm, dog boarding, events, field

Phase 2 (Years 3–5): Pop-up bar, field rentals, cabins

Phase 3 (Years 5–10): Restaurant, farm resort, retreats, design intensives

Each phase builds on proven systems & cash flow

## Scaling & Team Structure

You can't do it all—scale like a polyculture:

- Phase 1: trade labor, volunteers, part-time help

- Phase 2: modular hires (dog care, farm hand, events)

- Phase 3: full roles (hospitality, consulting lead, etc.)

Build with autonomy, transparency, and shared success

## Compensation Philosophy

No begging for raises. People are paid well, early.

Principles:

- Transparency in finances and growth

- Profit-sharing or bonus pools

- Equity pathways for long-term team members

- Start lean, grow with clarity

## Hiring Manifesto

We’re not hiring cogs—we’re inviting stewards.

You can expect:

- Fair pay

- Shared earnings

- Flexible and purposeful work

- Real path to grow with us

Our Hiring Process:

1. Short intro form

2. Farm visit

3. Paid trial day

4. Mutual decision

We build work that regenerates people, not just land.