The King Family Farm Business Plan

100% Organic greenhouses for produce.

Veg., fruits, herbs: peppers, red, green sweet, & hot peppers, green beans, tomatos – round – cherry, okra, cauliflower snow crown, Brussels sprouts, radish, romaine lettuce, head lettuce, broccoli green magic, carrots tender sweet, watermelon supper sweet, cantaloupe superstar hybrid, onions, cabbage, sweet corn, garlic, eggplant, parsley herbs, dill herbs, oregano herbs, basil large-leaf herbs, sweet basil, cilantro herbs……

Location: 1948 Bradley 32 road south Warren, AR 71671

38 acre. Of land most of the land has to be cleared. Bush hog and some small trees 6’ to 10’ tall. Put a road in for access for the trucks.

Owners:

Michael King 51% I am over the growing, seed, making sure all plants are growing right, and up keep of the greenhouses.

Michelle King 49% she is over the office, sales, money, keeping up with paper work, order seed & suppleys, invertorey. She will help plant and water.

Total to start business $650,000.00

LAND $75,000.00 W/PAPER WORK COST.

AND HOUSE $130,000.00 W/EVERY THING DONE. LIGHT, WATER, SEWER HOOK UP, FOOTING

2 greenhouses 30’x96’ at $36,000.00

Erection of 4 greenhouses $44,000.00

Small produce house 16’x32’ $15,000.00

Storage shed 12’x20’ $3,000.00 for supplys

Pick up truck $42,600.00 NEW

Equipment: Fallin tractor co, inc. p.o. box 370 / 29 hwy 79 bypass north Magnolia, AR 71754

Shaun Fallin salesman.

Kubota m5140 hdc tractor and with loader & forklift $47,500.00

18’ (10,000lb) GVW pipe trailer $2,750.00

18’ (6,000lb) GVW pipe trailer $2,200.00

Taylor pittsburg 7’ grade all $1,250.00

Box blade $1,300.00

DARRELL HARP 500 SERES 6 ½ DISC $1,650.00

Bush hog SQ172 cutter $2,395.00

Taylor Pittsburgh 6’ $2,350.00

Polaris 500 ranger $18,000.00

Bad boy CTZ 60” mower $7,250.00

50 gallon tank for pick-up truck and hand pump $900.00

No tax farm use. Total: $88,000.00

Lights price a month $400.00 a year $4,800

Propane gas per year $1,400.00

1 - Sewer & tank $4,000.00

Seed for a year $1,500.00

Top soil organic for beds in greenhouses $3,000.00

Sand $600.00

Supplies $1,500.00

Work Capital $50,000.00

TOTAL OF ALL $650,000.00

How much we are trying to get $650,000.00

We are offering as collateral every thing we get in this deal We will give titles and deeds to every thing we do on land for collateral….

The value of the land & business is going to be worth $2,500,000.00 in 10 years when done with project..

In the next 5 years we are going to build 4 more greenhouses we wont a total of 6 greenhouses in the next 10 years.

What crops we are growing:

Veg., fruits, herbs: peppers, red, green sweet, & hot peppers, green beans, tomatos – round – cherry, okra, cauliflower snow crown, Brussels sprouts, radish, romaine lettuce, head lettuce, broccoli green magic, carrots tender sweet, watermelon supper sweet, cantaloupe superstar hybrid, onions, cabbage, sweet corn, garlic, eggplant, parsley herbs, dill herbs, oregano herbs, basil large-leaf herbs, sweet basil, cilantro herbs…..

In 2 greenhouses:

# of products grown in a cycle: a yield of 3,000 to 5,000 est.

# of cycles per year 4 est.

70 in one row and 3 rows per bed =210 x 5 beds =1,050 x that by 4 greenhouses =4,200 plants. Some plants are smaller and it would be more..

# of products 2,520 to 5,520 est.

Most heads weight 3 to 5 LBS X 5,520 =16,560 X PRICE PER POUND $2.50 =$41,400.00 X 4 =$165,600.00 A YEAR EST.

Money we could make on product grow a year $165,600.00 EST. that is 4 greenhouses.

All est. can be more. that is the low end.

We are using the USDA pricing on the U.S. pricing list.

We will use the U.S. avage that is $2.50 per pound.

We are going to use P.M.A. to sale or produce to all the big co. around the U.S. and world wide. We will be a member of Produce Marketing Association p.o. box 6036 Newark, DE 19714 (302) 738-7100 [www.pma.com](http://www.pma.com)

We are going to be members with O.T.A. Organic Trade Association 28 Vernon st. ste. 413 Brattleboro, VT 05301 (802) 275-3800

We are going to do all organic grown produce to get fresher produce were we don’t have no poision in the veg. Fruits and herbs. They put poision in the ground to kill grass and bugs to try to make plantes healty and it’s not.

We will use all organic fertilizer & plant food & soil all the time.

Or target customers will be big co. like DOLE FOODS, WALMART, KROGER, SWEET BAY, MAD BUTCHER, HARPS FOOD STORES & P.M.A. SMALLTOWN STORE.

How many potential customers are in my trade area 3,000+

All the other co. in my area don’t do organic in greenhouses at all. there one little farm that dose organic out side. In Arkansas only…in the north side of AR we are in the southeast corner…..

There is very little produce co. that do organic in the U.S. and the world. They are just now starting to get more im trying to get in befor it gets to big.

Im going to market to my customers with P.M.A and O.T.A. & LOCAL NEWS PAPER THAT COVER A WIDE AREA.

What trends and issues are facing the industry as a whole?

More people wonting more and fresher produce with no poisons in it.

That is were organic goes it all just great food for all and it makes a big deal and its fresher than others that ant organic.

What are some of the biggest problems the industry is facing?

All the bad thing that they put in the ground to grow all or produce in the world. They spray all kinds of poisons on the crops to keep bugs off of them and to kill the grass that’s not good at all that why some people gets sick and die… GOD BLISS YOU ALL….

What role will the owners play in business operations?

Michael King OWNER, CEO, MANGER SR.: I am over the growing, planting, ordering seed, making sure all plants are growing right, hiring and firing employes, over all the employes that work in the greenhouses, and up keep of the greenhouses & warehouse & all the Equipment, water systems.

Michelle King OWNER, CEO, MANGER JR. : is over the warehouse office and warehouse, sales, money, paying the employes, hiring and firing employes, over the employers in the office and warehouse & greenhouses, keeping up with paper work, order seed & suppleys, invertorey of the warehouse.

What operational issues will affect the company?

Bad seeds, were we have to replant. That’s all we can think of right now.

We will have screen over every fan were bugs can’t get in the greenhouses. We will have a water system with 1 – 1,500gal. Reservoir tanks for the water and we will catch rain water. use this to keep planey of water.

How and when will customers pay?

We have to get a CONTRACTS for all the big companys we sale to.

There is 30day pay, every 3 months pay .

We will also be getting paid by P.M.A. companys they are all 30 day pay.

All of them will pay by check or funds transfure to our bank.

PROJECT COST SUMMARY:

EQUIPMENT\_$88,000.00\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SUPPLIES \_\_\_$2,000.00\_\_\_\_\_\_\_

ONE TIME FEES AND DEPOSITS \_\_$200.00\_\_\_\_\_

BULIDINGS\_\_$85,000.00\_\_\_\_\_\_

WORKING CAPITAL \_\_$50,000.00\_\_\_\_\_\_

TOTAL \_\_$225,200.00 A TOTAL OF $650,000.00\_\_\_

BUDGET EXPLANATION:

How we determine or monthly sales projections in the first year of operations?

We take the area sq. ft. and determan the product that we can grow in one greenhouse. Est. it by the est. pound of what the product should weight X it by how mean we grow in one greenhouse and X it by 2 greenhouses and get the total and X it by how many cycles we have a year and get the total for the year….

How we determine or monthly expense projections in the first year of operations?

we est. all the bills, supply, and then added it up and made a total projection. Called the power co. and told them what we will have and they give us a monthly total. Then we call the propane co. and did the same thing and they told us how much we would use each winter.

**Want to know why you should choose organic?**  
Organic food is better for your family’s health and for the planet. Buying organic is a direct investment in the future of our planet, so it’s a choice you can feel good about.

### What is Organic?

Organic food is produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. Organic food is produced without the use of synthetic pesticides and fertilizers, sewage sludge, [bioengineering (GMOs)](http://www.ccof.org/advocacy/genetic-engineering),  or ionizing radiation. Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics or growth hormones. Choose organic when you shop: it benefits the environment, local economies, and public health. Find out [why you should buy organic](http://www.ccof.org/organic/why-organic).

Certified organic food in the United States is grown and produced according to standards set by the [National Organic Program](http://www.ccof.org/advocacy/nop), which were implemented in 2002. These standards continue to be interpreted and developed by the [National Organic Standards Board](http://www.ccof.org/link/national-organic-standards-board-nosb), a Federal Advisory Committee appointed by the Secretary of Agriculture. Materials approved for use in organic production can be found on the [National List](http://www.ccof.org/link/national-list).

Before a product can be labeled "organic," a USDA accredited certifier, such as CCOF, evaluates the farm or facility where the food is grown or processed to make sure that the producer is following all the rules necessary to meet USDA organic standards. Certified organic operations are inspected annually by a third-party, independent inspector who reports their findings back to CCOF.

Your shopping choices have a lasting effect on your family and shape their future eating habits. Feeding your family organic food reduces your risk of exposure to pesticides, antibiotics, and hormones, and promotes the development of long-lasting, good eating habits. [Find fun suggestions on incorporating organic fruits and vegetables into your child’s diet, resources for teachers and parents, and activities for children](http://www.ccof.org/organic-kids).

Producers [certified by CCOF](http://www.ccof.org/certification/how) have made the choice to grow and sell organic foods. We support organic producers and consumers by [advocating for organic](http://www.ccof.org/advocacy) and providing[information and resources on organic food and agriculture](http://www.ccof.org/ccof/media-room/fact-sheets). You can help grow the organic movement by supporting CCOF.