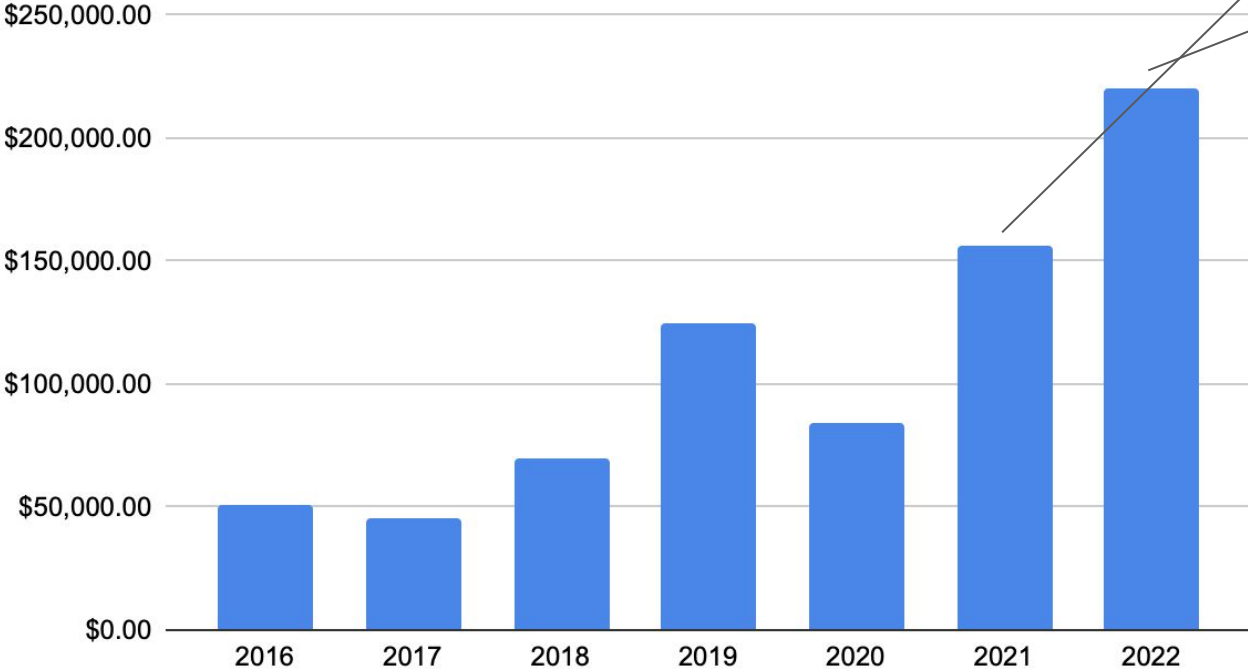


# Understory Farm

Finding the right scale



# Overall Sales 2016-2022



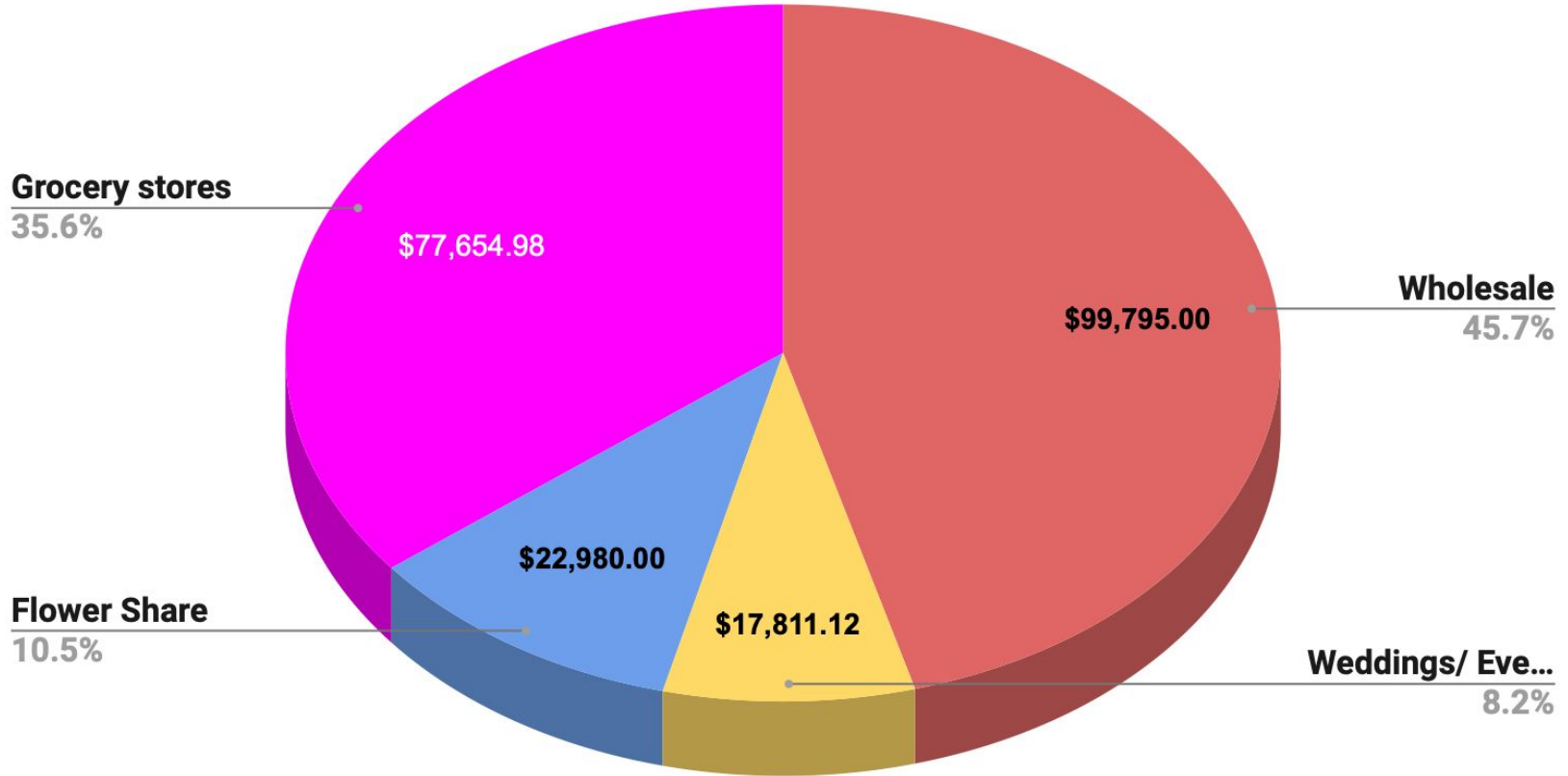
2021-2022  
purchased farm in Bridport

2016- \$51,300.00  
2017-\$45,050.00  
2018-\$69,439.70  
2019-\$124,695.00  
2020-\$84,190.00  
2021-\$156,262.30  
2022-\$220,020.10

# Sales 2022

2022 Sales: \$220,020

2021 Sales: \$156,262



5 acres in production



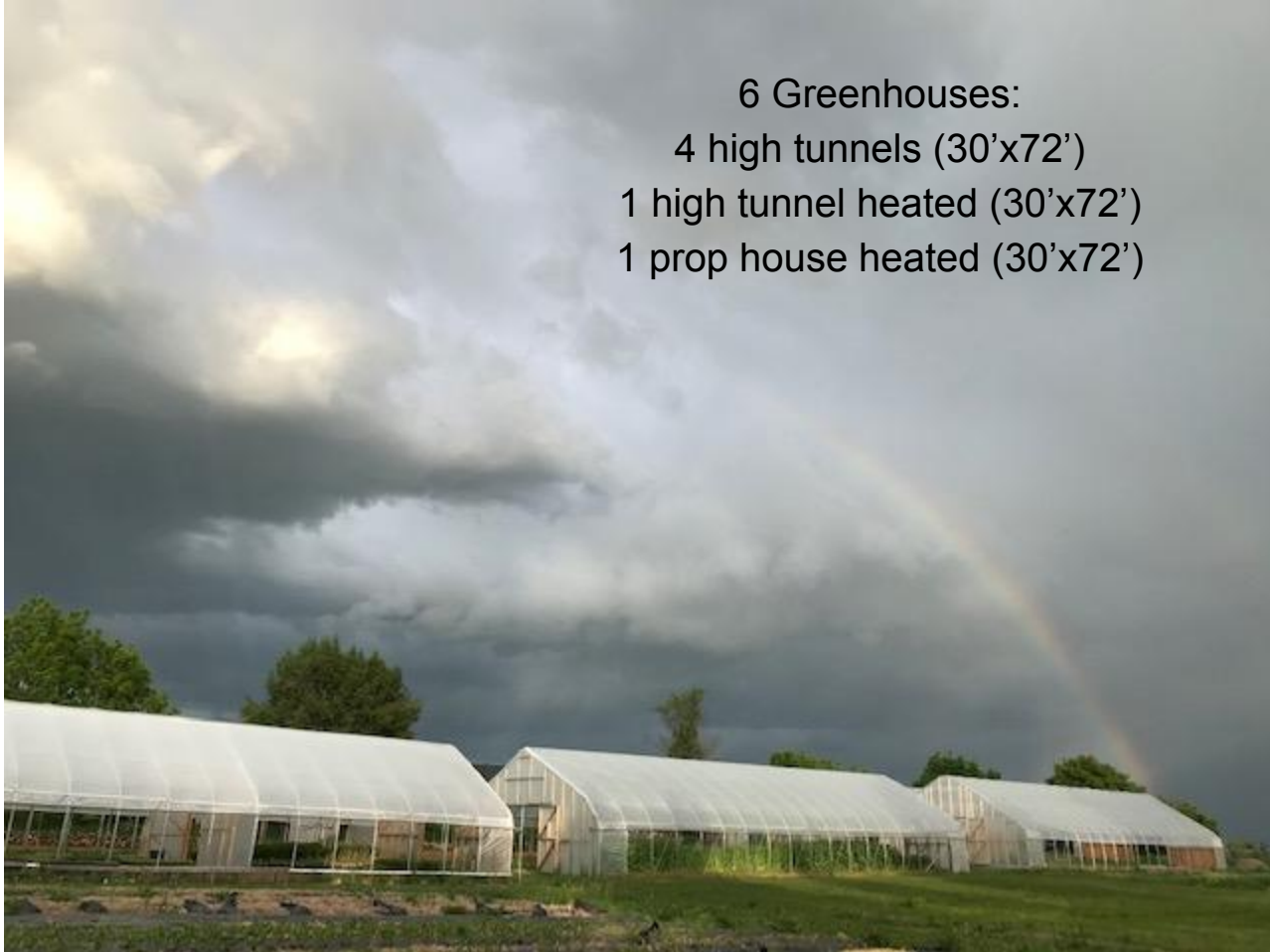


6 Greenhouses:

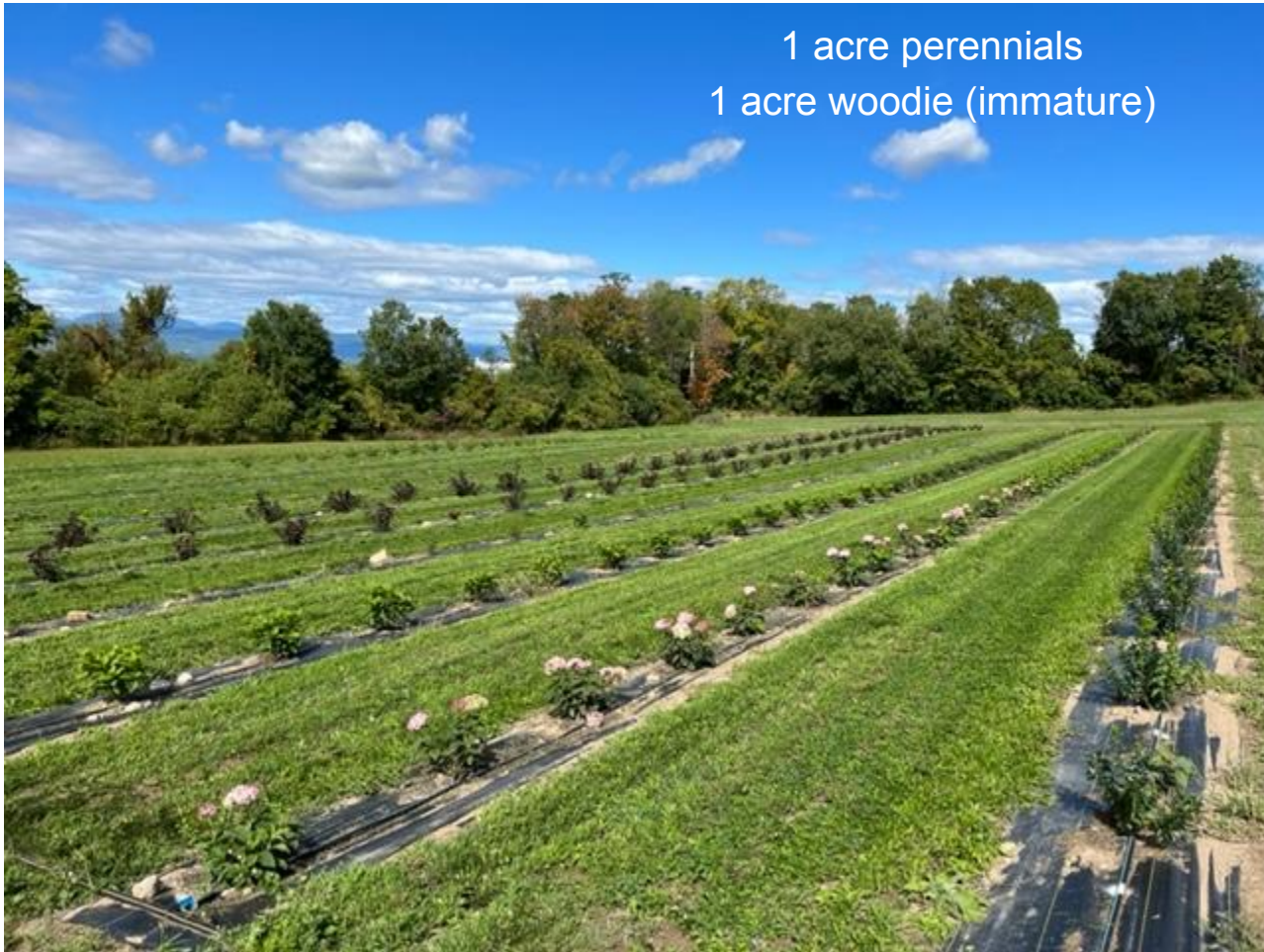
4 high tunnels (30'x72')

1 high tunnel heated (30'x72')

1 prop house heated (30'x72')



1 acre perennials  
1 acre woodie (immature)



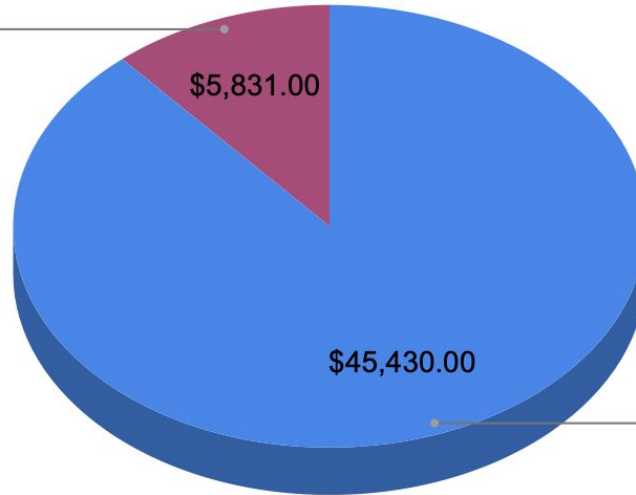
Crew- 3 full time and 3 part time



\$51,261.00 total sales  
\$5,831.00 in flower sales  
Area in flower production ½ acre

## Sales 2016

**Flowers**  
11.4%



**Pork**  
88.6%







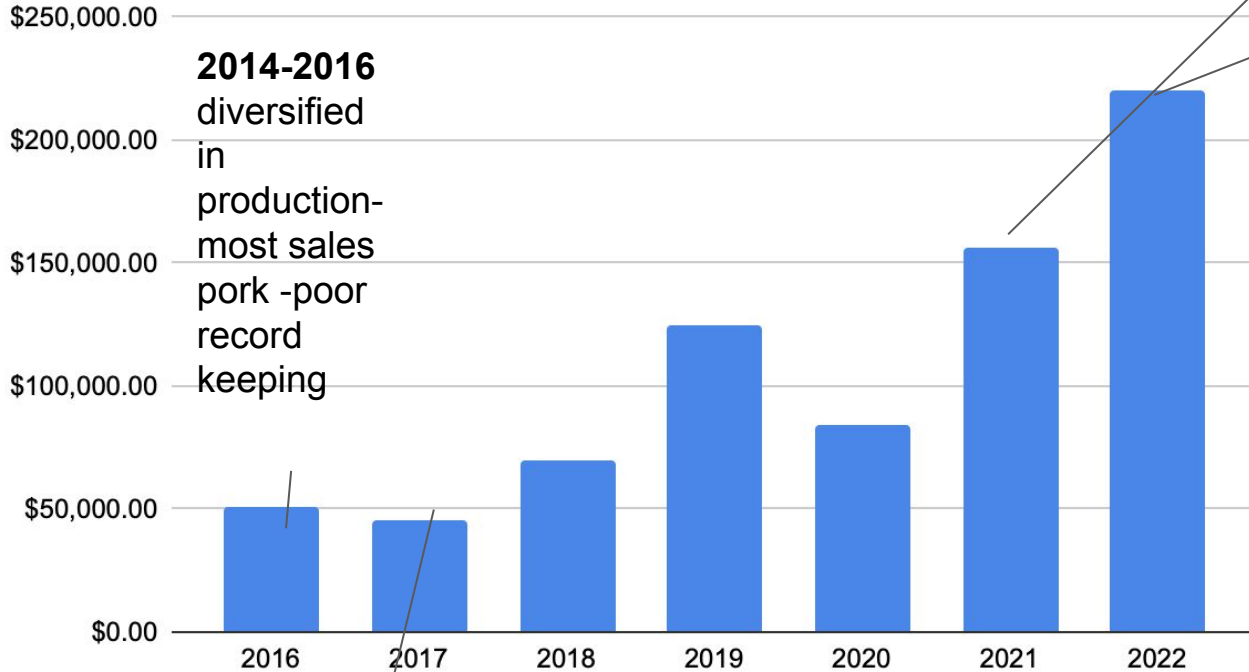








# Overall Sales 2016-2022



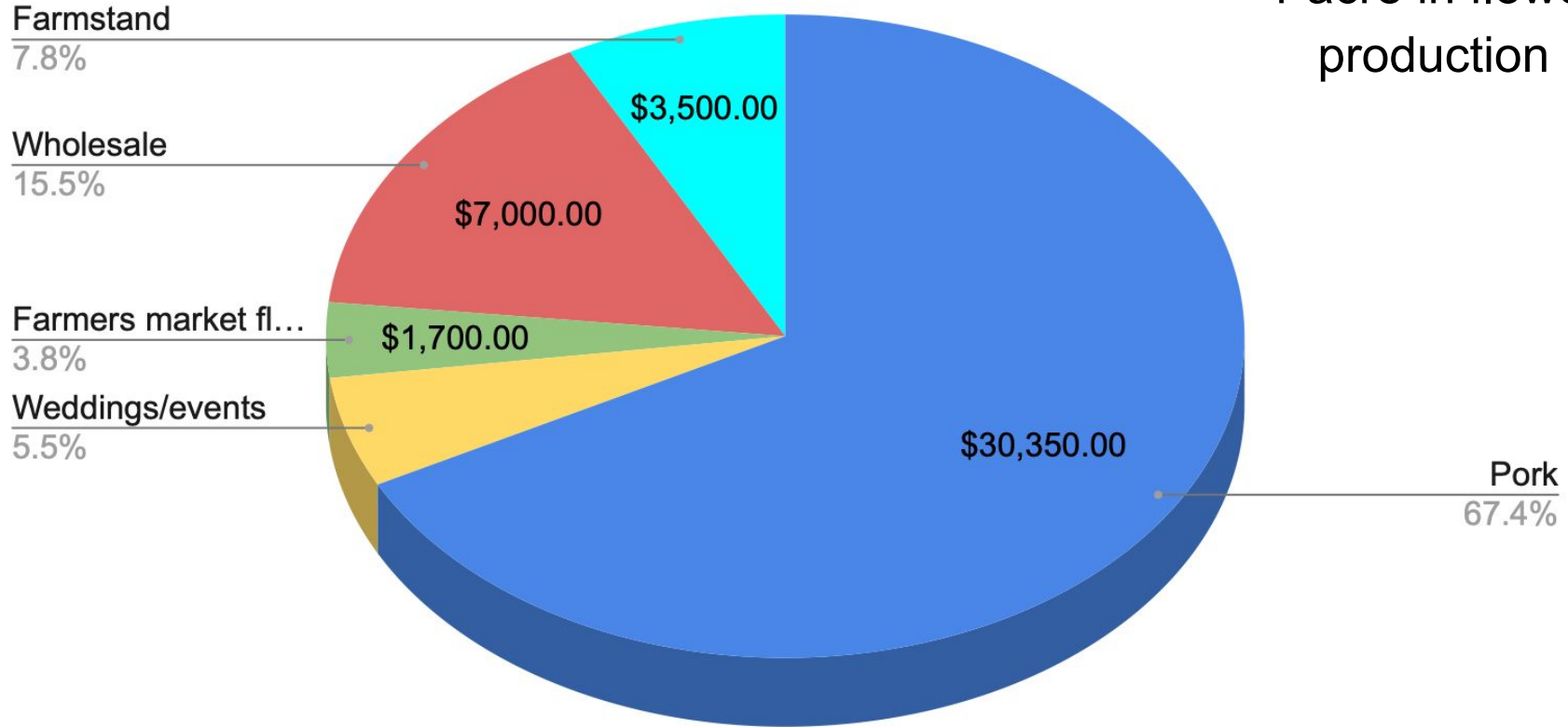
**2014-2016**  
diversified  
in  
production-  
most sales  
pork -poor  
record  
keeping

2021-2022  
purchased farm in Bridport  
finding ideal scale

2016- \$51,261.00  
2017-\$45,050.00  
2018-\$69,439.70  
2019-\$124,695.00  
2020-\$84,190.00  
2021-\$156,262.30  
2022-\$220,020.10

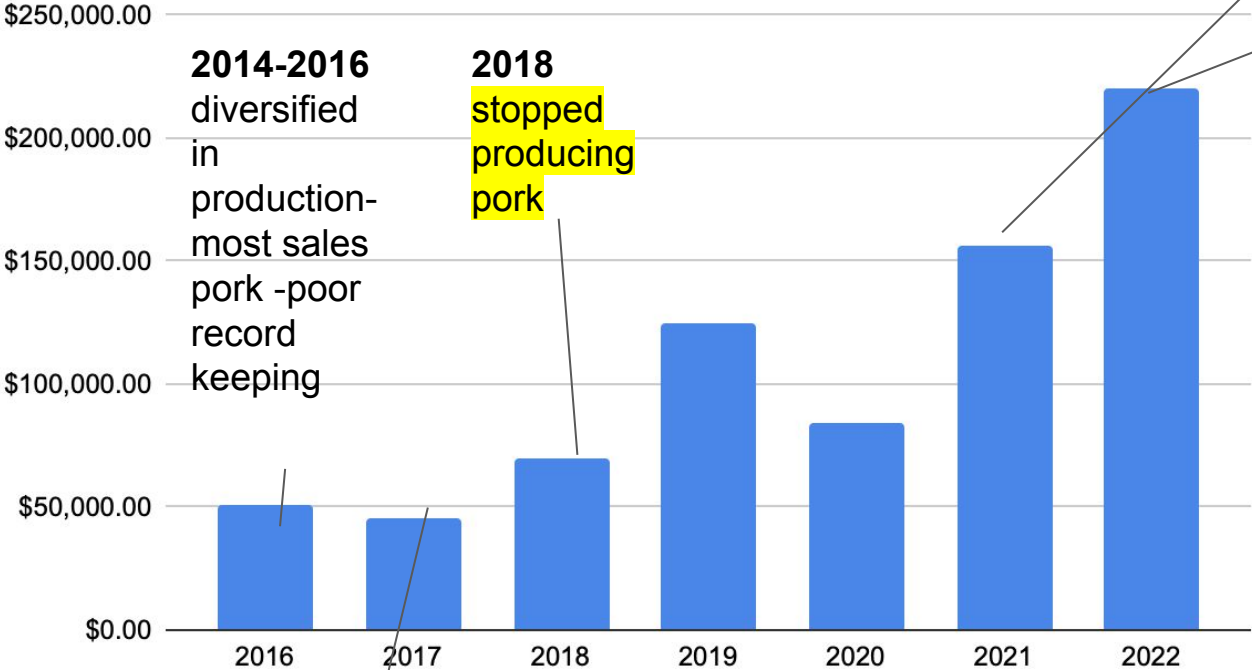
**2017**  
received Farm  
Viability Grant, wrote  
business plan

# Sales 2017



\$45,050.00  
\$14,700 in flowers  
1 acre in flower  
production

# Overall Sales 2016-2022



**2014-2016**  
diversified  
in  
production-  
most sales  
pork -poor  
record  
keeping

**2018**  
stopped  
producing  
pork

**2017**  
received Farm  
Viability Grant, wrote  
business plan

**2021-2022**  
purchased farm in Bridport  
finding ideal scale

- 2016- \$51,261.00
- 2017-\$45,050.00
- 2018-\$69,439.70
- 2019-\$124,695.00
- 2020-\$84,190.00
- 2021-\$156,262.30
- 2022-\$220,020.10

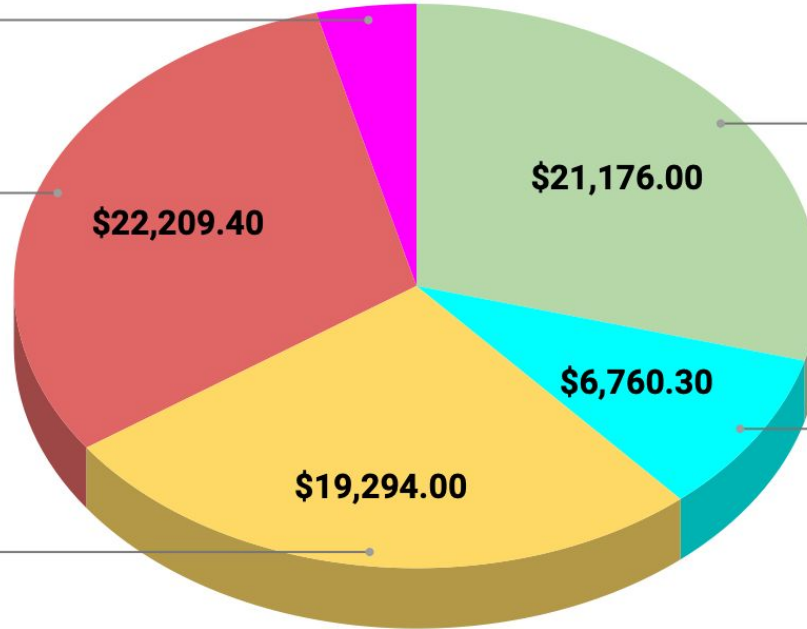
# Sales 2018

\$69,439.70 in flower sales  
1 ½ acres in production  
2 high tunnels

**Grocery**  
4.0%

**Wholesale**  
30.7%

**Wedding Events**  
26.7%



**Farmers Market**  
29.3%

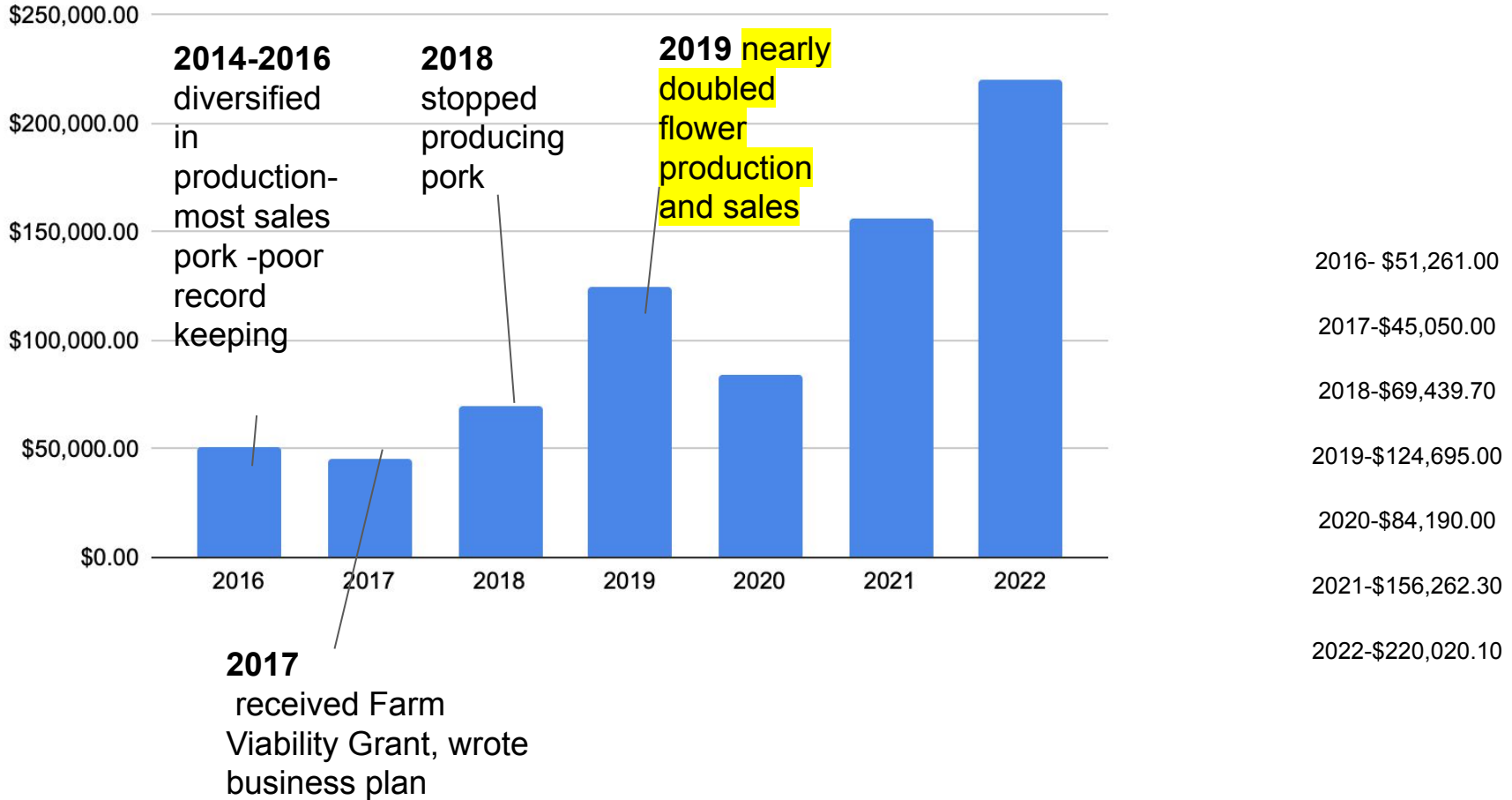
**Farmstand/workshops**  
9.3%



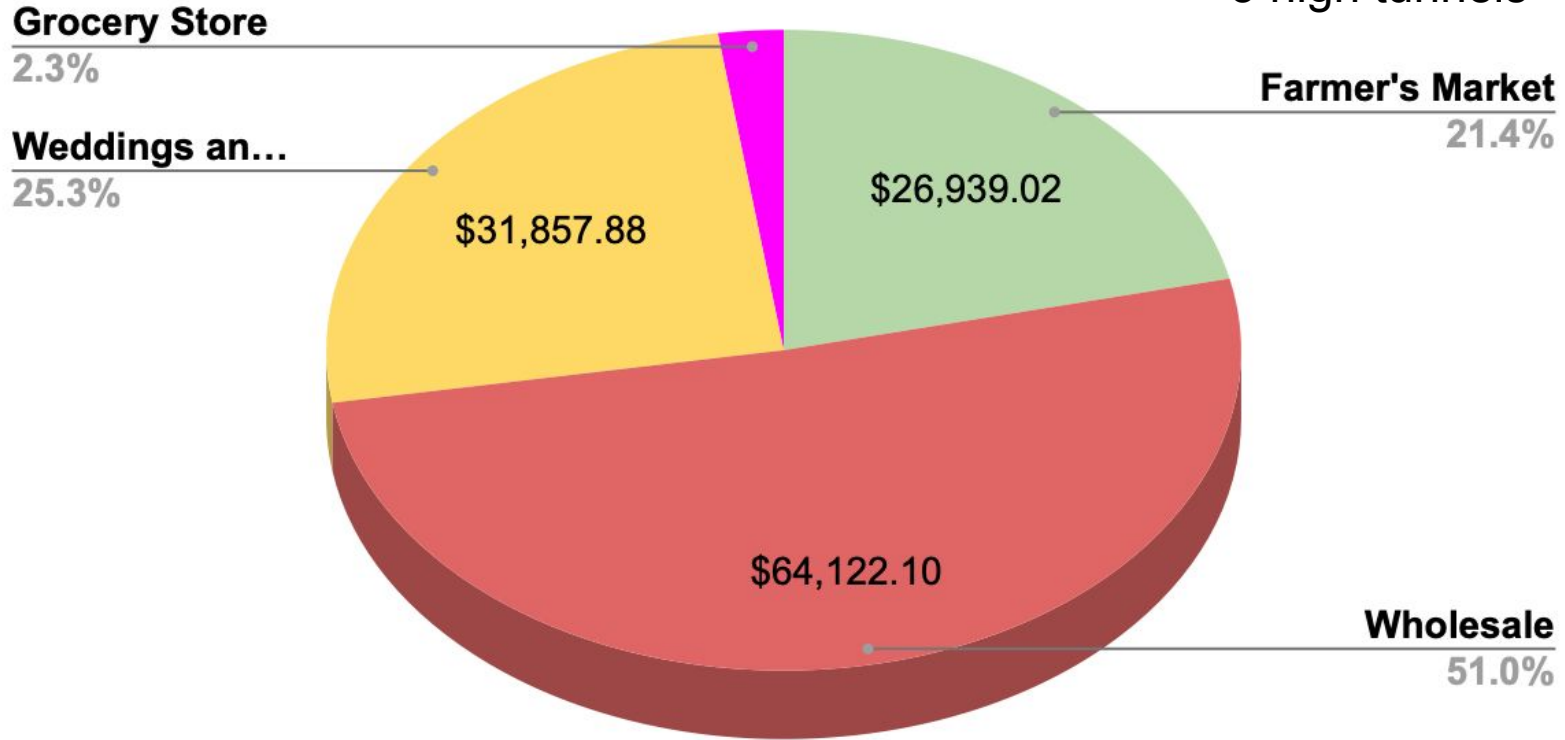




# Overall Sales 2016-2022



# Sales 2019



Flower sales-\$124,695.00

3 acres

3 high tunnels

**Grocery Store**

2.3%

**Weddings an...**

25.3%

\$31,857.88

\$26,939.02

**Farmer's Market**

21.4%

\$64,122.10

**Wholesale**

51.0%





What we learned about wholesale:

- Be curious about how their business works. Show up with a van full of flowers for a while to see what they will buy.
- Ask how can we fit into their model?
- Expect that there would be some bumps/ things that would not work. Communicate about it.
- We are a little fish in a big sea.







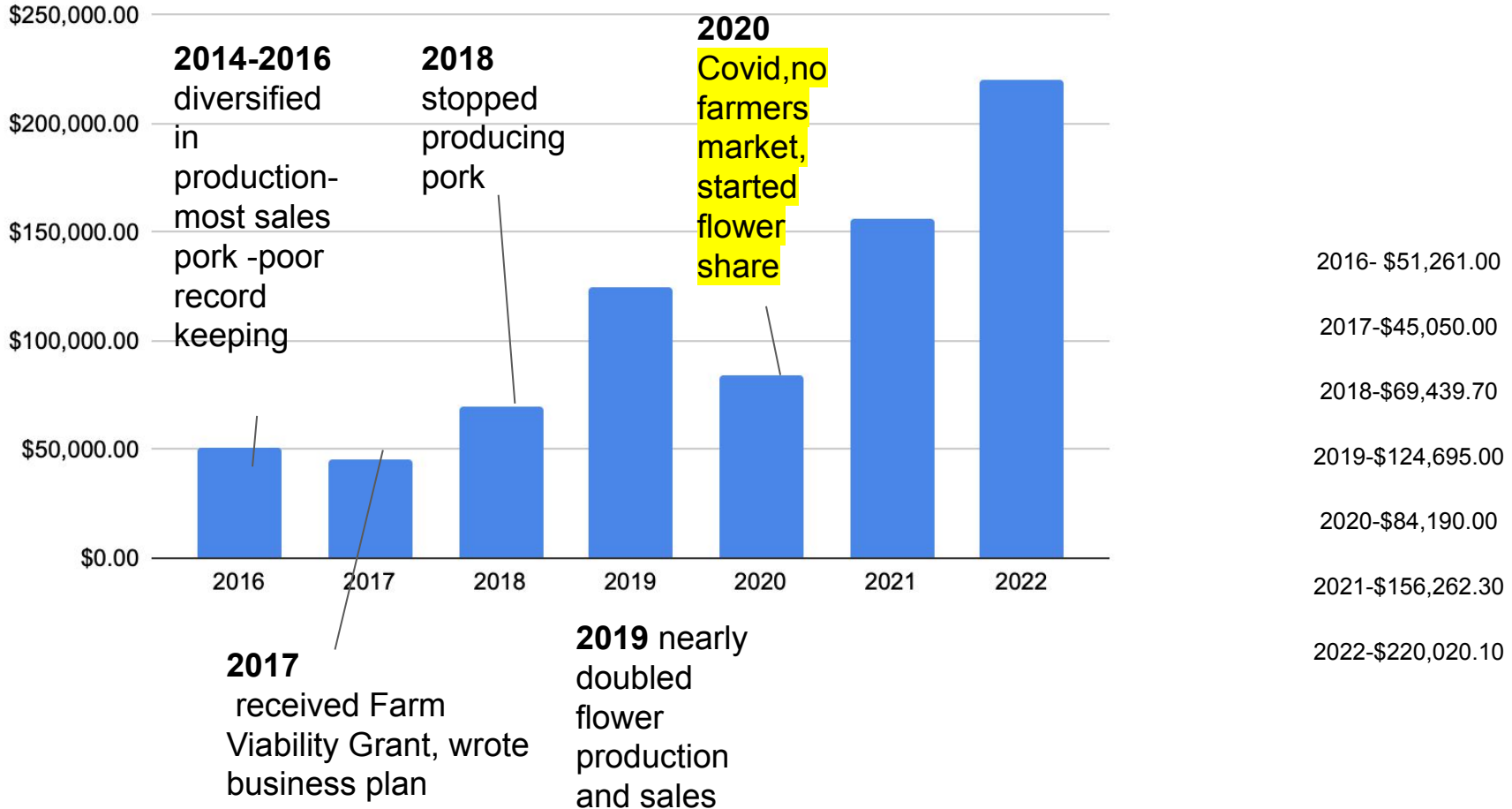


## Choosing Markets

<b>Market outlet</b>	<b>\$ price per stem</b>	<b>specificity</b>	<b>Level of Communication/ Energy input</b>	<b>Consistency of sales Timing and volume</b>	<b>Overall profit potential</b>	<b>Do we enjoy it? Is it a good fit?</b>
Flower Share	\$\$\$	Very flexible	Intermediate newsletter	Very reliable	high	yes
Direct to designers	\$\$\$	Very high	High (depending on designer)	Not dependable weekly	high	yes
Direct to wholesaler	\$\$	Moderate	Minimal Email availability	Reliable	high	yes
Grocery store sales	\$	Very Flexible	Minimal	Very reliable	Moderate to high	yes
Weddings	\$\$\$\$	High to flexible	Very High	Variable	Very high	Not really
Farmers market	\$	Very flexible	Very High	Highly variable	Low	no

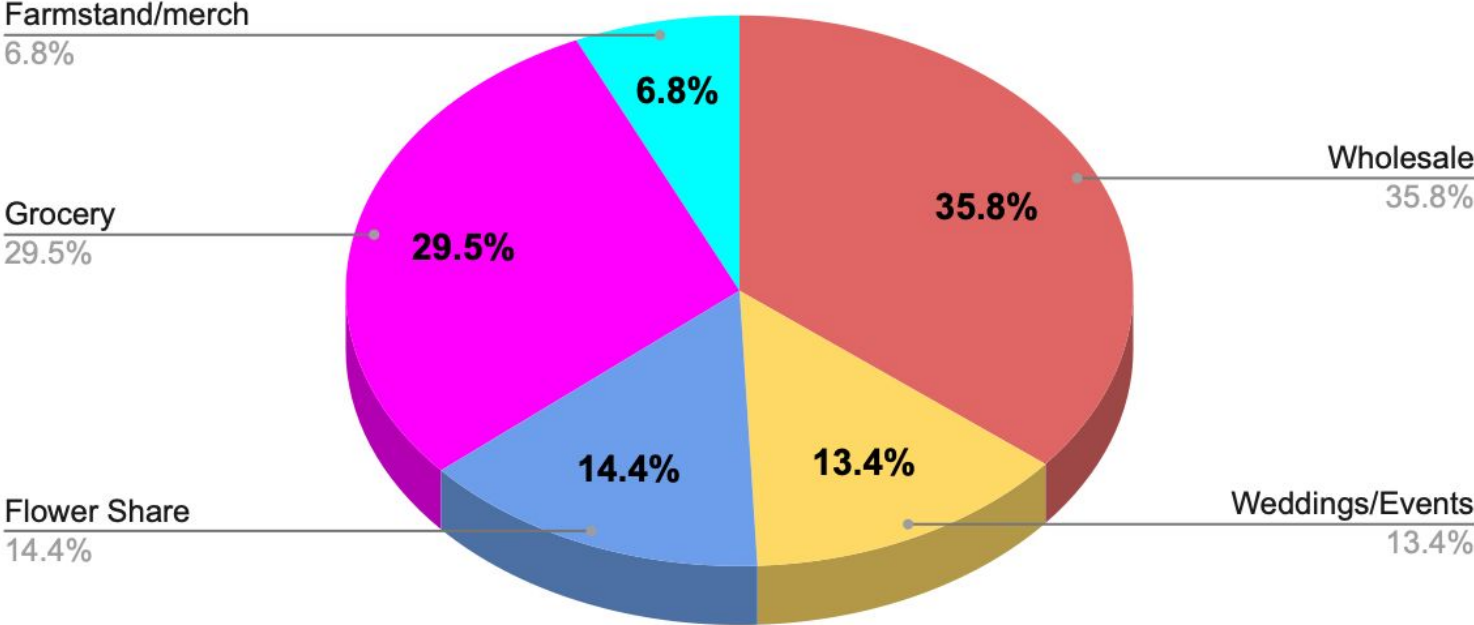


# Overall Sales 2016-2022



# Sales 2020

Flower sales- \$84,190.00  
3 acres  
4 high tunnels



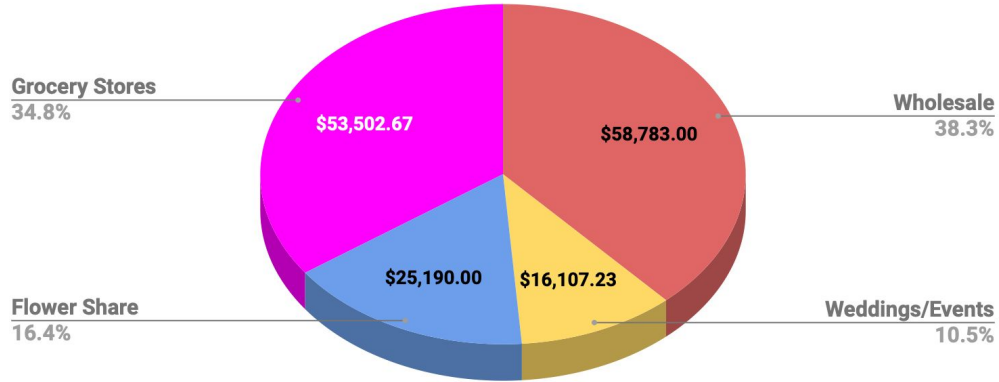




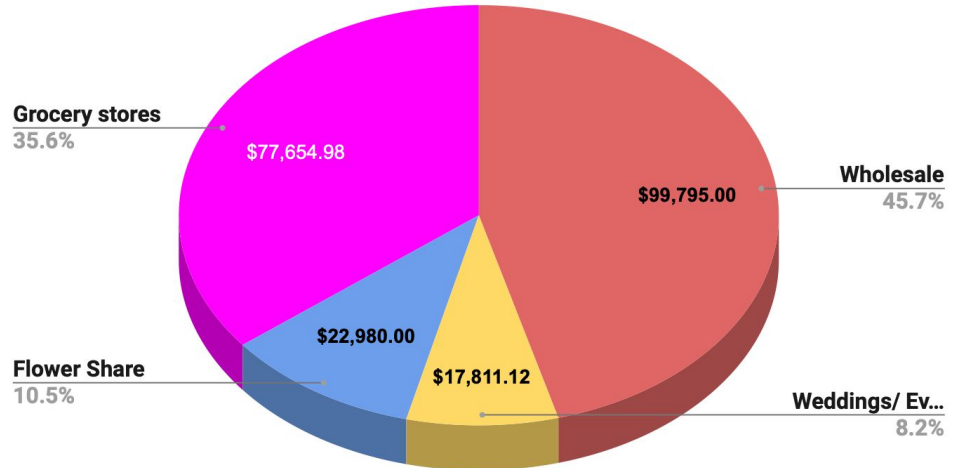




Sales 2021



Sales 2022

















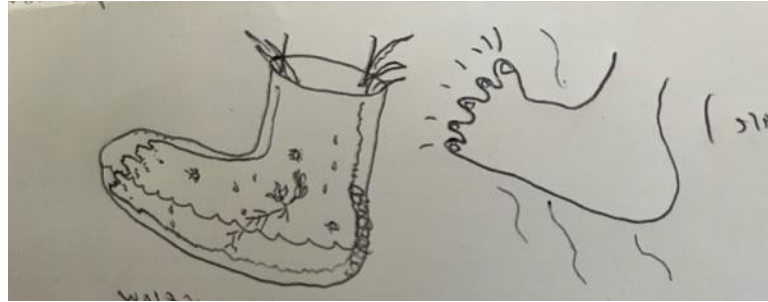






### Fusarium Wilt- fungal disease

- Treatment: Microbial biocontrols (Actonivate/Rootshield/Reglaia)
- Clean out plant debris



Like Athletes foot:

low airflow	clean
damp	good airflow
poorly drained	nice foot cream
nastly	well drained (Dry)





## Tarnished Plant Bug

1. Try to keep our plants healthy.
2. Manage mowed/unmowed areas to create habitat. Flail mow perimeter weekly. Mow at the end of the season.
3. Spray: Pyganic as soon as we notice a flush of TPB. 3--4 times a year.
4. Grow enough of each flower to be able to harvest the ones that look good.









# Choosing flower varieties

Flower	Ease of harvest	Ease of production	Use in Multiple sales outlets	Wholesale Demand	Timing of bloom	Resistance To disease and pests	Total number of yeses
dahlias	1/2	1/2	yes	yes	yes	pests	4
lisianthus	yes	1/2	yes	yes	yes	disease	4
ranunculus	yes	no	yes	yes	yes	yes	4
cosmos	no	yes	Not all	yes	yes	yes	4
zinnias	yes	yes	yes	1/2	1/2	pests	4
Sweet peas	no	no	no	yes	yes	yes	3







