The Fresh Herb Company

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-**introduce topic**: "The Evolution of Our Crop List at the Fresh Herb Company" or more accurately….

"The Periodic Reinvention of TFHC and Why the Reinvention of *Your* Current Business Model to Include the Development of Specific Enterprises or Programs to Help You Sell Your Flowers *and* Other Ornamental Crops May Help You with Your Dangerous Habit of Growing Cut Flowers."

-there are two things I would like for you to takes away from this hour; (1) the importance of periodic reinvention of your business model and (2) the idea that you can be more successful selling defined plant and flower "programs" verses selling individual plants and flowers.

-a yearly sales snapshot of TFHC:

4,000 herb flats

3,000 hanging baskets

10,000 bunches peonies

12,000 bunches sunflowers

30,000 bunches lilies

5,000 bunches lavender

12,000 bouquets

Basic parameters….soil type, hardiness zones, and general local climate conditions…what can I actually grow in my location.

Advanced parameters ….access to capital, access to labor, access to land, farm infrastructure… hoop houses, greenhouses, tractors and related equipment, irrigation water and irrigation infrastructure, material handling infrastructure….storage space, coolers, trucks, etc.

Crazy parameters…..

-analysis of your production preferences; Open air? Hoop house? Greenhouse?, consumer bunches ? ,bouquets? Some of the above? All of the above?

-analysis of your market and scale; farm stand or retail? farmers markets and CSAs? or weddings and special events? straight wholesale or grocery? Maybe some combination of a few of the above.

-enterprise budgeting …….very important as this is where the rubber truly hits the road. Please don't produce and then sell your products for less than the cost of your production. Only bad things can come of this!

Remember.....It is always better to under promise and over deliver than it is to over promise and under deliver!

-….but what is missing from our very important but decidedly one dimensional list of flowers?

-what if this list of flowers could become more than a now vetted list of possible flowers to grow?

-what if the different flowers….and plants on the list were viewed as elements of specific programs that were defined in your business model as programs that are intended to contribute to your Farm's financial sustainability and that had definable periods of activity and directed channels of sales?

-the advantages of such an approach are:

1) you can choose and/or add programs (crops) that have an earlier sales window, a later sales window, or that might fit into a current production gap;

2) you can more cost effectively organize supplies orders around a programs that have defined outputs such as xx flats of this or xx square feet or acres of that;

3) you can more efficiently organize and track your labor around a program that has a defined output;

4) you can better direct your sales and promotional efforts;

5) you have more than a list of products that you can offer your customers....you have a stand alone enterprise/program that your customers can sign up for and make their own;

6) you now have an actual game plan for how everything on your crop list will contribute to your success:

7)and with a little more tinkering**, it is your line up of programs that starts to drive your crop selection.**

HERB
Grown by
Fresh Herb Co.

HERB

NASONVILLE
BRAND
FETA CHEESE
AUTHENTIC FETA CHEESE

Lavender
$8.00 or 3 for $15.00
Mix + Match
Rudbeckia
TFHC
Mix + Match
Dianthus

BOUQUETS
$15 each
LAVENDER
$5 a bunch
4 for $12 !!

USDA
ORGANIC
Summer
Bouquets
$18 2 FOR
30

GO GRIFFS
BEAT NIAGAR

6300
JOHN DEERE

So….What drives change or “reinvention”?

Skills Development, Infrastructure Improvements, and Opportunity.

Your goal should be to always fully utilize your current circumstance and infrastructure to drive greater opportunity….