

Business Model Canvas	Date: 3/31/2014	Version: 1	Author: Rachel Henderson, Mary Dirty Face Farm	
Key Partners Customers/Outlets: Fulton Farmers Market Menomonie Market Food Co-op Eastside Food Co-op Lucia's Restaurant Love and Butter Bakery Sun Street Breads Organizational Relationships: Land Stewardship Project/Farm Beginnings program Organic Tree Fruit Association Wisconsin Farmers Union MN Sustainable Farming Association	Key Activities Pest and Disease Mgmt Soil building/management Harvesting Marketing Processing	Value Propositions Highly nutritious product: Fruit of exceptional nutritional value, high in vitamins, minerals, and antioxidants. Farming system that respects and attempts to mimic cycles and relationships of forest edge ecology. Educate community and consumers about existence of less common fruits and possibilities for expanding our understanding of northern climate farming.	Customer Relationships High value on locally-grown Interested in "knowing" farmer Base of customers wanting to access uncommon fruit, find the next big thing Many customers interested in home processing themselves	Customer Segments Western WI/Chippewa Valley area, as well as Twin Cities metro CSA customers, farm-to-table restaurants and small-scale producers Individuals interested in home processing, "discovering" uncommon or lost varieties, and diversifying their home use of locally produce fruit
	Key Resources Land – 5.5 acres in fruit Land – approx. 25 acres in hay to be sold, traded, or used for mulch Established trees and plants Equipment – mostly hand tools, small tractor, small wood chipper Car and trailer		Channels Farmers Market customers Other CSA farms Network through membership-based organizations	
Cost Structure Investments over first five years, paid from off-farm income: Fence Plants Hand tools: scythe, grub hoes, pruners, saws, backpack sprayer, magnifiers, traps Tractor and trailer 50 gal sprayer	Revenue Streams Off-farm income Contract work Fresh fruit sales Value added product sales			