

<b>Business Model Canvas</b>	<b>Date:</b> March 30, 2014	<b>Version:</b> NC-SARE Final Report: Where Do Unique Fruits Fit in Overall Farm Plan?	<b>Author:</b> Clare Hintz, Elsewhere Farm
<b>Key Partners</b> Customers: Summer CSA Shareholders Winter CSA Shareholders Ehler's General Store, Cornucopia, WI (future) Black Cat Coffiehaus, Ashland, WI (future) Chequamegon Coop, Ashland, WI (future) Ashland Baking Company (future) Coco's Bakery, Washburn, WI (future) White Winter Winery, Iron River, WI  <u>Networking Partners:</u> Permaculture Research Institute, Minneapolis, MN Organic Tree Fruit Association Lake Superior Sustainable Farming Association Women, Food, and Ag. Network Midwest Organic and Sustainable Education Service	<b>Key Activities</b> Establishment of new plantings Maintenance of existing plantings --fertilizing --mulching --pruning --harvesting Processing Marketing Sales Field Days and Tastings	<b>Value Propositions</b> Taste: Complex, deep flavors that add zest to favorite and new recipes  Nutrition: FRESH, locally grown fruit suited to the Lake Superior bioregion  More fruit throughout the whole growing season and throughout the winter.  Production practices: organically produced with a commitment to soil health, biodiversity, mimicking young successional forest	<b>Customer Relationships</b> Emphasis on local character of fruits/regional diet  <u>Direct:</u> farmer's markets, on-farm events  <u>Indirect:</u> online through website and Facebook page, through regional media (e.g. Coop marketing and publications)
	<b>Key Resources</b> Rich clay soils, high soil moisture most of the year Existing and local sources of cuttings Hand tools and commercial cider press Existing root cellar/cold storage Access to commercial kitchen Labor: harvest, marketing Existing direct markets and local wholesale markets Existing social media: website		<b>Channels</b> Farmer's market customers Winter and summer CSA members Patrons of Black Cat Coffeehouse On farm events/workshops Off farm workshops Website/Facebook page Slow Food groups Lake Superior Farming Association events
	<b>Customer Segments</b> Professional adults who want to eat healthy and local and try something unusual:  Customers within 100 miles of the farm: Ashland, Bayfield, Iron, and Douglas counties in WI (about 45,000 people): towns of Ashland, Bayfield, Cornucopia, Herbster, Washburn, Iron River, Superior... in MN, the Duluth area  Existing Winter CSA members  Existing Summer CSA members  Local store: Ehler's General Store  (Future) Local restaurants (e.g. Black Cat Coffeehouse)  (Future) Local Coop (Ashland)  (Future) White Winter Winery		

	and farm Facebook pages, on-farm events			
<p><b>Cost Structure</b></p> <p>Establishment: (Existing) plantings, field tools, fencing, mulch, processing equipment, commercial kitchen access, cold storage</p> <p>Maintenance: (Ongoing) replantings, new mulch, packaging, compost and organic mineral amendments, market fees, and utilities for kitchen processing and cold storage, maintenance, harvest, and marketing labor</p> <p>Growth: (Investment) New plantings, new drying and juicing equipment, small harvest tools</p>	<p><b>Revenue Streams</b></p> <p>Winter CSA: fresh and processed fruit (fixed income)</p> <p>Summer CSA: fresh and processed fruit (fixed income)</p> <p>Farmers Markets: fresh and processed fruit (variable income)</p> <p>(future) Black Cat Coffeehouse; White Winter Winery: fresh fruit wholesale, variable income</p> <p>on-farm workshops: fresh and processed fruit and plants (variable income)</p> <p>off-farm workshops: knowledge</p>			