



Bonnie's Boja Farm: Estimated Income Statement

(SUBJECT TO CHANGE BASED ON WEATHER & DESIGN)



CURRENT REVENUE STREAMS

Orchard	<ul style="list-style-type: none">• Current Revenue: \$20,000/year• Potential Expansion: Increase from pressing or processing culls and adding more trees.
Potato Field	<ul style="list-style-type: none">• Current Revenue: \$1,000/year• Potential Expansion: Field can be expanded for increased production.
High Tunnel Greenhouse	<ul style="list-style-type: none">• Current Revenue: \$10,000/year (historical)• With market price increase and full-year growing: \$30,000/year.
Hay Field (Leased)	<ul style="list-style-type: none">• Current Revenue (Leased): \$5,000/year• Potential Revenue (If Hayed): \$45,000/year (based on 100-200 tons, \$300/ton).• Alternative crops (e.g., potatoes, pulse crops, grapes): Much higher, depending on chosen crops.
Forage Greens (e.g., dandelion, mustard greens, flowers):	<ul style="list-style-type: none">• Current Revenue: \$2,000/year
Total Current Potential (Before Expansion):	<ul style="list-style-type: none">• Orchard: \$20,000• Potato Field: \$1,000• Greenhouse: \$30,000• Hay Field (Leased): \$5,000• Forage Greens: \$2,000• Total: \$58,000/year

FULL POTENTIAL WITH EXPANDED OPERATIONS

Orchard Expansion (Culls Processing + Additional Trees)	\$5,000–\$10,000 potential increase.
Potato Field Expansion	\$5,000–\$10,000 increase, depending on scale.
Greenhouse Expansion (Adding More Structures)	Additional \$30,000–\$50,000 per new greenhouse.
Hay Field (Farming Alternative Crops/Grapes)	Potentially up to \$50,000–\$70,000/year, depending on chosen crops.
Forage Greens (e.g., dandelion, mustard greens, flowers)	\$2,000/year remains.
Events (Weddings, Corporate Events, etc.)	\$20,000–\$50,000/year depending on frequency and demand.
Bed and Breakfast Opportunities: Given the proximity to Red Lodge Ski Area, a B&B could attract tourists year-round, especially during ski season. Projections based on local market rates and occupancy:	<ul style="list-style-type: none">• Average Nightly Rate: \$150–\$250/night (depending on amenities and demand).• Occupancy Rate (Seasonal): 50%–70% during ski season (4–5 months) and around 30% during the off-season. Potential Revenue (B&B): <ul style="list-style-type: none">• Ski Season (4 months): \$150/night * 70% occupancy * 30 nights * 4 months = \$12,600–\$21,000• Off-Season (8 months): \$150/night * 30% occupancy * 30 nights * 8 months = \$10,800• Total B&B Potential: \$23,400–\$31,800/year
Total Farm Potential with All Expansions:	<ul style="list-style-type: none">• Orchard: \$25,000–\$30,000• Potato Field: \$6,000–\$11,000• Greenhouse: \$30,000–\$80,000 (if expanded)• Hay Field/Alternative Crops: \$50,000–\$70,000• Forage Greens: \$2,000• Events: \$20,000–\$50,000• Bed & Breakfast: \$23,400–\$31,800• Total: \$156,400–\$274,800/year

ADDITIONAL OPPORTUNITIES

Agritourism

- Farm Tours and Educational Workshops: Offer guided tours of the farm to visitors, showcasing the orchard, potato fields, greenhouse operations, and sustainable farming practices. You can charge for these tours, especially during harvest seasons.
 - Potential Revenue: \$5,000–\$15,000/year (depending on demand and pricing).
- Workshops: Hold educational workshops on topics like organic farming, greenhouse management, or growing specific crops. These can attract hobbyists, locals, or even corporate team-building events.
 - Potential Revenue: \$3,000–\$10,000/year.

On-Site Farm Store or Farmers' Market Stall

- Farm Store: Set up a small farm store or stall to sell fresh produce directly to visitors or locals. By cutting out the middleman, you can increase profit margins on your produce.
 - Potential Revenue: \$5,000–\$15,000/year (depending on foot traffic and product variety).
- Farmers' Market: Regularly participate in local farmers' markets to sell your produce, adding visibility and direct sales to the community.
 - Potential Revenue: \$2,000–\$10,000/year.

Value-Added Products

- Jams, Jellies, and Preserves: Use excess fruit from the orchard to create value-added products like jams, jellies, and fruit preserves. These can be sold at the farm store, online, or at farmers' markets.
 - Potential Revenue: \$3,000–\$8,000/year.
- Dehydrated/Preserved Vegetables: Use the greenhouse and field crops to produce dried vegetables or herbs, which have a longer shelf life and can be sold year-round.
 - Potential Revenue: \$2,000–\$5,000/year.
- Pressed Cider or Juices: Convert excess or cull fruit into cider or juices for sale.
 - Potential Revenue: \$5,000–\$12,000/year.

CSA (Community Supported Agriculture) Subscription

- Subscription Boxes: Offer a CSA program where locals subscribe to receive weekly or monthly boxes of fresh produce from the farm. You can bundle orchard fruit, potatoes, greenhouse veggies, and even herbs or flowers.
 - Potential Revenue: \$10,000–\$30,000/year, depending on the number of subscribers and box price.

Bed and Breakfast Upselling Opportunities

- Farm-to-Table Meals: Offer guests farm-to-table dinners with ingredients sourced directly from the farm, especially as part of the B&B experience.
 - Potential Revenue: \$3,000–\$10,000/year.
- Special Events for B&B Guests: Host special events such as "Pick Your Own Produce" days, cooking classes using farm produce, or wine tasting if the vineyard is established.
 - Potential Revenue: \$2,000–\$5,000/year.

Online Sales and Delivery

- E-Commerce: Start selling farm products (fruits, vegetables, value-added products) online. You can offer home delivery in the local area or ship non-perishable items like preserves, dried vegetables, and wines to a broader market.
 - Potential Revenue: \$10,000–\$20,000/year.

Eco-Friendly and Sustainable Farming Certifications

- Organic or Sustainable Certification: Obtaining certifications like USDA Organic, or participating in farm-to-table or "locally grown" movements, can allow you to market your produce at a premium.
 - Potential Revenue Increase: 10%–20% price premium on all products.

ADDITIONAL OPPORTUNITIES

Total Additional Revenue Potential from New Opportunities

- Agritourism (Tours, Workshops): \$8,000–\$25,000/year
- Farm Store/Farmers' Market: \$7,000–\$25,000/year
- Value-Added Products: \$10,000–\$25,000/year
- CSA Subscription: \$10,000–\$30,000/year
- Vineyard/Winery (After Growth Period): \$50,000–\$100,000/year
- Farm-to-Table Meals/Special Events for B&B Guests: \$5,000–\$15,000/year
- Online Sales and Delivery: \$10,000–\$20,000/year
- Organic Certification Premium: Potential 10%–20% price increase on current revenue.

Grand Total Additional Revenue Potential

- \$100,000–\$240,000/year (depending on which opportunities you pursue)

Save \$5,000 to \$20,000 a Year by Growing Your Own Food

- Growing and eating your own food can save you \$5,000 to \$20,000 a year. By producing and processing food yourself, you reduce grocery costs and make use of fresh, homegrown produce.

EXPENSE CONSIDERATIONS

- Packaging: \$150/year
- Mileage (3,500 miles/year): TBD based on local rates.
- Ditch Fees: \$600/year
- Fuel for Tractor: \$150/year
- House is low maintenance and energy efficient. Utilities (House/B&B): \$300/month = \$3,600/year
- General Maintenance and B&B Operational Costs: Estimated \$5,000–\$10,000/year