

## **Business Name: High Peak Harvest**

### **Executive Summary:**

A sustainable community-run farm serving as a local resource for fresh produce, educational activities, and eco-friendly energy solutions. High Peak Harvest will generate income through diverse streams, including a forest school, harvest of produce and value-added products. Renewable energy generation on-site will provide additional revenue through clean energy exports.

### **Objectives:**

- Establish a productive and sustainable orchard and woodland.
- Launch a local educational program.
- Harvest and sell fresh produce, jams, honey, oils, and flowers.
- Promote conservation with hedge plants, shrubs, and trees.
- Install solar panels to generate renewable energy and reduce operating costs.

### **Products & Services:**

- **Produce:** Fruits, vegetables, sunflowers, hedge plants, shrubs, and trees.
- **Value-added products:** Jam, honey, sauces, herbal oils, cooking oil.
- **Educational programs:** Sessions for children and community groups to learn about sustainability in agriculture, biodiversity and
- **Energy:** Solar power fed back into the local distribution network to generate revenue and to offset energy costs and to reduce carbon emissions.

### **Market Analysis:**

- Local community and schools for fresh produce and educational activities.
- Organic and eco-conscious consumers for jams, honey, and oils.
- Environmentally aware customers for native plants.

### **Income Streams:**

1. **Educational visits:** Course fees for educational programs and remuneration through DEFRA's "Countryside Stewardship scheme".
2. **Produce Harvest:** Sale of fruits, vegetables, sunflowers, and plants.
3. **Value-added Products:** Jams, honey, herbal oils.
4. **Native Plants & Shrubs:** Nursery sales.
5. **Solar Energy:** Income from energy generated or cost savings via solar panels.

**Operational Plan:**

- Land preparation and planting of fruit trees, sunflowers, and native plants has been started through 2025. There will be a continuation and expansion of these activities in 2026.
- Construction of facilities that will be essential for storage, to house the electrical equipment and to safely store machinery.
- Installation of solar panels.
- Regular harvesting, processing, and marketing of products.
- Conduct educational sessions and community events.

**Financial Plan:**

- **Start-up costs:** Land preparation, planting, equipment, building and solar installation.
- **Ongoing costs:** Maintenance, staff, marketing, supplies.
- **Revenue projections:** Based on produce yields, enrollments in the educational program, and product sales.
- **Break-even point:** Estimated within 2-3 years of operation.

**Conclusion:**

The community fruit farm aims to promote sustainability, education, and local food production while generating multiple revenue streams to ensure long-term viability.

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# Financial Projections

## Start-up Costs:

| Item                                   | Estimated Cost |
|----------------------------------------|----------------|
| Land Preparation & Soil Testing        | £5,600         |
| Fruit Trees & Plants (varieties)       | £10,000        |
| Sunflower & Hedge Plant Seeds/Saplings | £575           |
| Infrastructure (sheds, fencing, tools) | £7,500         |
| Solar Panel Installation               | £45,000        |
| Agricultural Building                  | £35,428        |
| Farm Equipment & Machinery             | £22,500        |
| Educational Facilities & Signage       | £1,750         |
| Marketing & Branding                   | £1,000         |
| Miscellaneous & Contingency            | £8,500         |
| Total Estimated Start-up Cost          | £137,853       |

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Annual Operating Costs:

| Item                                 | Estimated Cost |
|--------------------------------------|----------------|
| Staff & Education Coordinators       | £20,000        |
| Seeds, Plants, etc                   | £3,200         |
| Maintenance & Repairs                | £1,000         |
| Marketing & Promotions               | £1,500         |
| Utilities & Solar System Maintenance | £1,000         |
| Insurance & Permits                  | £1,280         |
| Miscellaneous                        | £12,300        |
| Total Annual Operating Cost          | £40,280        |

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## Revenue Projections (Year 1):

| Income Stream                 | Volume/Units                                   | Price per Unit        | Total Income                 |
|-------------------------------|------------------------------------------------|-----------------------|------------------------------|
| Forest School Programs        | 120 sessions                                   | £75/session           | £9,000                       |
| Produce (Fruits, Vegetables)  | 1,500 kg                                       | £4.45/kg              | £6,675                       |
| Jam, Honey, Oils              | 2,500 units (jars, jars, bottles)              | £3.85/unit            | £9,625                       |
| Sale of Sunflowers & Crops    | 200 bouquets & plants                          | £8/bouquet            | £1,600                       |
| Native Plants & Shrubs        | 1,950 plants                                   | £6.20/plant           | £12,090                      |
| Solar Energy Savings / Income | 150,000 kWh (plus 12,500 kWh consumed on-site) | £0.16/kWh (£0.24/kWh) | £24,000 (£3,000 cost offset) |

**Total Year 1 Income:** Approximately **£62,990** (excluding solar energy savings)

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### Financial Summary:

- Initial Investment: ~£137,853
- Year 1 Revenue: ~£62,990
- Year 1 Expenses: ~£40,280

*Note:* Expect revenue growth in subsequent years as the farm matures, yields increase, and the community engagement grows.

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### Marketing Strategies

#### 1. Community Engagement:

- Host open days and farm tours to build local support.
- Partner with schools for educational programs (Forest School).
- Run seasonal markets and events highlighting produce and products.

#### 2. Online & Social Media Presence:

- Create a website with an online shop for products.
- Use Facebook, Instagram, and local community groups to promote activities.
- Share stories about the farm's sustainability journey and successes.

**3. Local Partnerships:**

- Collaborate with local restaurants, cafes, and markets for produce sales.
- Offer subscription boxes or CSA (Community Supported Agriculture) shares.
- Partner with environmental and educational NGOs.

**4. Product Branding & Packaging:**

- Develop eco-friendly and attractive packaging.
- Label products with farm's story emphasizing sustainability.
- Offer gift sets for jams, honey, and oils.

**5. Educational & Wellness Programs:**

- Promote forest school and workshop offerings.
- Organize wellness retreats or gardening classes to attract wider audiences.

**6. Native Plant & Nursery Sales:**

- Establish a nursery section for native plants and hedging.
- Attend local garden fairs and plant markets.