

Application for the Alachua County Small Farmer Grant

Grant Due 5 PM June 28, 2024

Name of Applicant:	Cheryle Morgan
Email:	cheryleamorgan@gmail.com
Phone Number:	(904)250-4582
Address of Farm/Small Producer Operation. Please include the parcel number.	1633 NE Highway 301 Hawthorne, FI 32640
Total Funding Requested (request may not exceed \$5,000):	5,000
My operation's total Gross Cash Income per year is between \$1,000 and \$250,000 (yes / no) <input type="radio"/> made	
AND (Please select one below)	
Between \$1,000 and \$75,000. <input checked="" type="checkbox"/> x	
Between \$75,001 and \$150,000. <input type="checkbox"/>	
Between \$150,001 and \$250,000. <input type="checkbox"/>	
The owner and operator of the farm has not received the Small Farmer Grant in the past two years (yes / <input checked="" type="radio"/> no) No	
The owner and operator of the farm/small producer operation is a black, women, indigenous, and or persons-of-color. (<input checked="" type="radio"/> yes / no) yes	
The owner and operator of the farm is a first-time applicant OR has not received a Small Farmer Grant award in the past two years. (<input checked="" type="radio"/> yes / no) yes	
If awarded the funding will only be used to purchase equipment or other capital investments that enhance the economic productivity of my operation. (<input checked="" type="radio"/> yes / no) yes	

Explain what equipment is needed, its cost, how it will be utilized, and economic return to your operations.

If you have taken the Extension Office's Agricultural Entrepreneurial Series, please attach your Farm Plan. (5 bonus points)

Attach additional pages if needed.

Page enclosed

Enclosed, Last class is tomorrow
06/27/24 and will have
completed this course



I certify that I am an Alachua County resident, have an agricultural exemption, and that all information in this grant application is true and correct. I understand that any errors, misrepresentations, or omissions in this application may result in the application not being considered, points reduced, or if discovered after the award, that the grant funds may be reimbursed to Alachua County.



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How will the grant maximize or contribute to the farm's overall business plan and grow the farms profitability or avoid costs? What specifically will be purchased with the grant funds?

I would like to purchase if possible the buildings that are in the enclosed pictures to start a nursery.

There are 4 other nurseries in the area Blue Star, sells bushes and trees, Robrick, wholesale only. Chiappini farm flowers, trees and shrubs, Native Nursery again trees and shrubs, closed weekends

I will be selling plants ,flower baskets, bouquets, herbs, vegetables in 2.5.4 and 5 inch containers.

Production cost estimated at cost of pot,soil.seed = 15 cents. Will try to purchase the buildings for 3 thousand dollars. My husband has already made 3 nursery tables at a cost of \$25 per table. Will need 40 tables to start. Fans, StrongWay heavy duty from Northern Tools \$800 per building. Polycarbonate Panels 96.99 for 14 pieces, \$1200 for 3 buildings. Irrigation Supplies Timers, \$96 for 3 buildings, Piping \$222 for 3 buildings, Valves and fittings \$558 for 3 buildings

Plan B = need to build 3 chicken coops or 1 large one with 3 separate areas to separate the 3 breeds I currently have. My son can build but I need the materials. Chicken wire, \$400, Trusses \$600, posts 6x 6 \$600, Tin \$600, 2x 4 \$600,screws \$300

I will then be able to expand with more product and increase traffic by providing exposure to what I already have to sell. Increase sales by having more variety of product.

I have already completed the farm stand mentioned in the business plan, it is currently operational selling eggs ,cherry tomatos, squash, blueberries. Picture is enclosed.

What are the estimated financial returns?

From the nursery first year, still have the cost of stock to sell. I can grow my own vegetable, flower and herb product to sell. I have already successfully done this for my garden this year. I am still working fulltime so I think I can have \$6000 worth of stock ready for sale for the spring. I plan on working at least until March of 2025. My husband has cancer. 50/50 chance. This may play a role in work expectations.

Chicken coop, first year, meat chickens, will again grow out 100 birds at a average sale price of \$15 a bird.1,500 – production cost of \$500. May be able to get \$20 a bird,we will see. Will also sell the eggs, baby chicks and laying hens.

Thank-you for your time and consideration,

Cheryle Morgan

Morgan V Farms

Morgan V Farms

BUSINESS PLAN

2023

Michael and Cheryle Morgan

Owners

(904)250-4582

chyleamorgan@gmail.com

1633 NE Highway 301

Hawthorne, Fl 32640

Table of Contents	
Executive Summary.....	1
Business Summary.....	1
Vision/Mission Statement.....	1
Goals	1
Plan Summary	2
Capital Request	2
Business Description	2
Business Overview.....	3
Location	3
Facilities	3
Business History	3
Ownership Structure	3
Operations.....	3
Products.....	3
Production System	4
Licenses, Permits & Regulations	4
Risk Management	4
Environmental Issues	4
Marketing Plan	4
Market Trends	4
Marketing Strategy.....	5
Marketing Contracts.....	5
Strategic Partners	5
Management & Organization	5
Management Team.....	5

Executive Summary

Business Summary

Morgan V farms is a 21 acre farm along Highway 301 easily accessible location specializing in the sale of nursery herbs and vegetables as well as unique garden novelties. We offer the sale of permitted eggs, chicks, laying hens, goats and pigs. Future plans include the sale of fresh flowers, honey, medicinal herbs and worm tea.

Vision/Mission Statement

We are a family-owned farm that will provide economically priced 2.5,4 and 8 inch vegetable and herb plants to help people successfully create their own gardens to provide their families with healthy eating options.

Our family values self-sufficiency and want to help others on their paths as well We love what we do and this is a passion to us not a job.

Goals

Personal goal- Would like to replace income loss of 40% upon retirement

Economic Goal- Initially would just like to meet the \$1800 mortgage payment, eventually repayment of loan within 7 years

Immediate Goals-Build a chicken coop large enough to house 120 chickens, plans are drawn for this, by the next month, by July 10th 2023, did not accomplish, still a goal, reset date 08/31/24

Build a pole barn by August 20th 2023 to expand goat population, pole barn purchased, need funds to pay for foundation before setting up

Build a greenhouse structure with 7 tables made for nursery by August 1st 2023, 3 tables have been made, reset date for greenhouse 12/31/24

Finish the pig area,(missing one wall) by July 30th 2023, goal accomplished

Fence in the whole 21 acres by end of December 2023, garden area fencing was fixed and added electric fence to fend off deer who were walking in and eating everything

Future Goal is to develop a wedding venue, no progress toward goal

Environmental goal is to do no harm to our environment, by using natural pesticides like neem oil and worm tea and not pollute or contaminate the ground water. Would also like to have 2 season garden going, summer and winter utilizing ground cover crops like cowpea or sun hemp to replenish the soil

Community Goal is to provide the most natural, and wholesome food to people possible by not using pesticides.

Goal added 04/24/24, production of value-added product tumeric and ginger infused anti-inflammatory lollipops. I have planted 2 300 feet rows of ginger and tumeric

Plan Summary

Have completed some market research by visiting Grove Street Farmers market. Plan to go to Waldo Farmers market and the market on Wednesdays that is in Bo Didley Square . Also go to the Melrose farmers market on Saturday

Business plan-Am currently engaged in this

Business Funding-Two salary income with one being used primarily for farm expansion.

Business location, structure and name already completed. Formed a LLC and have tax id number and registered business.

Have applied for limited poultry and egg permit, recently this week water passed inspection, need to complete permit

have passed the septic part by receiving letter of exemption.

Am currently using a business credit card to keep track of farm expenses.

Capital Request

No capital requests at this time.

Business Description

Nursery and Poultry production, garden novelties for sale. Expand bee, goat and pig operation. Possibility of blueberries and tea. We are located on 21 acres in Hawthorne, Fl. Alachua County oh Highway 301

Business Overview

We are involved in poultry and nursery operations with probable expansion into bees, goats and pigs. We are located in Hawthorne, FL, Alachua County on 21 acres. We have an existing pig 4 stall containment area and there is water piping all the way to the lake at the back of the property going throughout the 21 acres. There is a small building for tool storage and we have placed a shed by the large garden area to contain garden implements. The garden is also fully equipped with a watering system. The garden area is also fully enclosed with fencing.

Location

21 acres located In Hawthorne, FL on Highway 301.

Facilities

Consists of a 3 bedroom house, 2 acre enclosed with irrigation system garden, separate building for storage. 18 by 18 chicken run and 4 stall area for pigs.

Business History

We are a newly established farm started in March 2023.

Ownership Structure

We are a LLC, chosen for tax and liability purposes, owned by Michael and Cheryle Morgan

Operations

Currently have produced meat chickens for sale. We are in the early stages of beginning operations. We have a large 18x18 cage with a covered area for chickens to free range. We also have a large blueberry bush area at the back of our property. We will be expanding this in the future with propagation. We have 3 goats with some on the way. We have a 2 stall goat house currently, we plan to build another. We have a fenced in 2 acre irrigated garden area about half utilized with vegetables. We will be adding a winter garden area in the fall. We have a large pig stall area missing 1 wall which needs to be fixed and start with selling baby pigs.

Products

Morgan V Farms in the future will be marketing fresh vegetables, both harvested and 2.5 and 5 inch size pots, medicinal herbs, dried and fresh, eggs, meat chickens, baby chicks and laying hens specializing in Buff and Blue Orpington and Easter Eggers species, worm tea natural fertilizer, we already have bees, plan to for honey sales and honey pops byproduct. Currently investigating the production of tea. Our property is full of blueberry bushes, will sell picked berries by the pound and blueberry jam. Future plans also include the production of cut flowers for sale of bouquets. We will have a roadside stand with garden novelties purchased wholesale to have an anchor of constant product. We have recently planted a pumpkin patch for pumpkin sales in October.

Production System

We currently have a 4 pole irrigation system in the 2 acre garden. The entire 21 acres also has pvc pipe running throughout it to a small lake area in the back.

Licenses, Permits & Regulations

Currently waiting for inspector to complete paperwork, water passed but I need the paperwork for the water part of limited poultry and egg permit

Risk Management

We do not currently have any farm liability insurance. There is an existing home on the property so we have homeowner insurance policy. I am not dependent on farm income at this time since I work and also have husbands pension to need to have crop insurance. We do not employ anyone, sons are assisting. Our sons would have to step up in the advent of illness or disability.

Environmental Issues

Chicken and goat manure is stored in 5 gallon buckets until cool; and then placed in compost pile. We have no plans for using any pest control products, I have processed worm tea which has to be stored inside in air conditioning to last for a few days. it needs to be used right away and works for fertilizer and also deters bugs. I pull weeds from the garden weekly by hand and am using weed barrier. I do use 10-10-10 at times which we placed in a shed by the garden to store it along with garden tools. Chickens are placed 2 acres away to contain wastes, pig pen is about the same distance.

Marketing Plan

We will have a roadside stand. We have developed a logo and have had signs professionally made. Our pricing will aim to be less than our competitors by promoting we have free-ranging birds that are pasture raised versus organic. We will strive to use natural products like black cow, compost, neem oil and worm tea instead of pesticides. This will appeal to families that may have a more limited budget. We will develop a website utilizing pictures of our grandkids holding or eating our vegetables, also pictures of our adorable goats and chickens. My idea is for the website and stand to be all color coordinated, mostly white enamel 20's era looking baskets all in white for an inviting flowy romantic look. Will offer a place to sit with rocking chairs and free ice tea and lemonade. I have been collecting wrought iron plant stands and antique interesting objects for 3 years now. My presentation will be inviting. We plan to have a Facebook site for those over 40 and instagram with the help of my children to capture that age bracket.

Market Trends

Consumer demand for fresh, naturally grown products is ever growing in the State of Florida as the population continues to boom. The farm stand I pass on the way to St Augustine is always full of people. I plan to obtain Certified Nationally Grown and Bee Friendly Farming certification to capitalize on the consumer demand for more naturally grown products without the added cost of certified organic.

Marketing Strategy

Farm is located on extremely busy Highway 301. We plan to have a roadside stand. We have already had professionally done signs made to place on the road on our property before you get to our site to have enough time to stop. There is a turn lane right after our driveway for people to come back to our location if needed.

Marketing Contracts

Do not currently have any contracts.

Strategic Partners

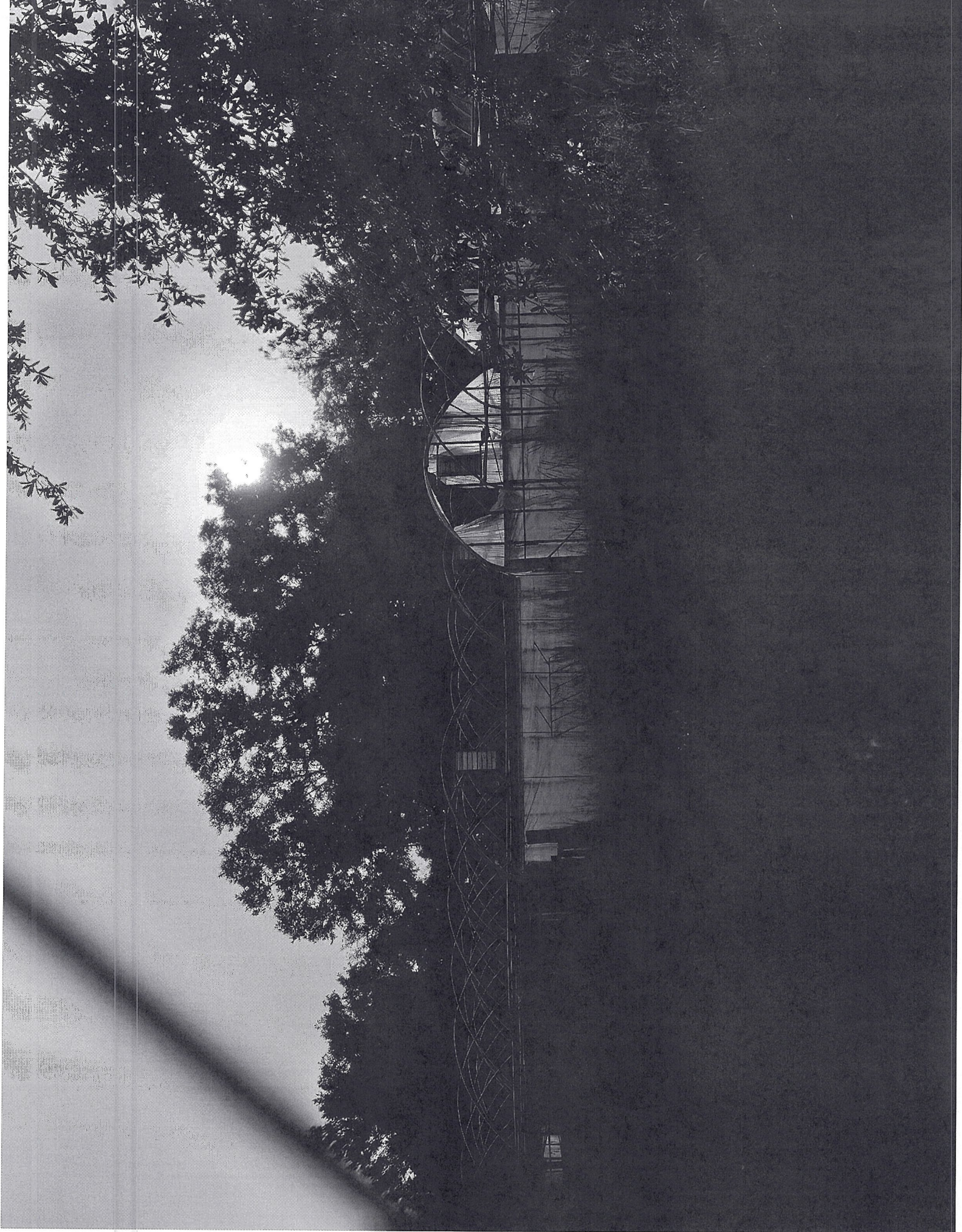
We have obtained membership at the Mart in Atlanta, they have seasonal shows to purchase my garden implements. I am hoping to find a nursery wholesale contact through one of my instructors at Florida Technical College.

Management & Organization

Management Team

Being family- owned our team consists of family. Cheryle is the main concept and plan development and operational coordinator. Michael is the maintenance and farm hand. He ensures proper nutrition for the animals and plants. Our sons fill in as needed.









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