

# ***Farm to Table Home Cooking LLC***

*"You choose the farm, we'll bring it to your table."*



## **Business Proposal**

Created by Monica Hershey and Jacqueline Suarez

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University of Virginia Health System

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## **Executive Summary**

### **Business Mission Statement**

*Farm to Table Home Cooking* is a homegrown business based in greater Albemarle County that provides locals with the opportunity to host cooking classes, demonstrations, and dinner parties for their friends and family in the comfort of their very own kitchens.

The farm-to-table movement is flourishing, particularly in local Charlottesville neighborhoods, and can be seen in restaurants, catering ventures, vineyards, breweries, and farmers markets. Likewise, farm-to-table cooking classes for aspiring culinarians are becoming more popular. What makes Farm to Table Home Cooking unique is the idea that cooking classes and the farm-to-table dynamic are brought right to the customers without ever having to leave the comfort of their homes. Additionally, with registered dietitians and a chef on board, customers will have the opportunity to learn the benefits of cooking for health and to gain a newfound appreciation for unfamiliar local crops.

The popularity of the farm-to-table movement has been on the rise over the last decade, beginning in more progressive areas such as Boulder, Colorado, Seattle, Washington, and Berkeley, California. Today, the movement is much more widespread, and attracts members of both the younger and older generations. It has been praised for helping to bring us back to the basics of eating fresh, simple, delicious and healthy foods, and knowing where it all comes from. Highly popular among the young professional crowd, people across the nation value eating local, and are willing to pay for it. Our target market will be similar, though the focus on cooking in one's home will expand our target market across generations. It will not only include those who appreciate the local farm-to-table restaurants of Charlottesville, but also those who take pride in producing their own meal. Furthermore, it will not be exclusive to young professionals seeking entertainment with friends, but also parents looking to instill an appreciation for clean foods and cooking in their

children as well as older adults looking to reconnect, get back to the basics, and learn about food as it relates to health.

Based on the nature of *Farm to Table Home Cooking* as a full class brought in-home, including instruction, materials, and goods, as well as production of a multi-course meal to enjoy, our target market will likely be those with an average or higher income level. The goal is to provide our services at a similar rate per person as would be expected at a quality farm-to-table restaurant.

While restaurants commonly focus on taste, texture, and aroma through less-than-healthy means, *Farm to Table Home Cooking* will teach clients how to approach and execute a similarly delicious meal with the same local ingredients in a way that starts and ends with health.

### **Goals and Objectives**

The organizational objectives of Farm to Table Home Cooking are:

- To develop a client base within greater Albemarle County that continues to flourish as our LLC adapts to new challenges, trends, and clientele in order to remain financially sustainable.
- To meet clients where they are, providing an individualized event based on food and participation preferences. This includes meal versatility, whether heart healthy, renal-friendly, gluten-free, vegetarian, vegan, and more. Additionally, this includes a choice between hands-on participation alongside the chef, hands-off observation in the style of a cooking demonstration, or traditional catering behind the closed doors of a client's kitchen.
- To spark greater interest in the community about supporting local agriculture and small businesses, as well as cooking with health in mind.
- To start a conversation with clients about cooking for health, and how simple changes in the way we approach, prepare, and eat food together can have a great impact on long term health and wellbeing.

- To support our environment by maintaining a business with a small carbon footprint and low greenhouse gas emissions.

### **Keys to Success**

These components are vital to the success of our business:

- An equal distribution of labor among staff members, whether financial-, management-, advertising-, food-, or nutrition-related.
- Consistent communication with local partners (farms, vineyards, and others) on a monthly basis to ensure financial security, produce and livestock availability, and maintenance of a comfortable working relationship.
- Unique and eye-catching advertising in the community and through website updates.
- Meeting taste and service expectations of clientele, and making adjustments to the business structure based on client evaluations following FTT events.

### **What is Farm to Table Home Cooking?**

#### **Service Overview**

Farm to Table Home Cooking will operate 12 months of the year, with a focus on weekend evenings and Sunday brunch meal times. We will also offer special services on weekday evenings per request. Consultations between business management and clients will be arranged to determine menus, equipment needs, food preferences and estimated size of the group.

The style of service will depend on the preference of each client, with flexibility being key in “catering” to the client successfully. One option will be a traditional hands-on cooking class for the host and guests, which will include both cooking education and nutrition education and will conclude by sitting down to the prepared meal. The second option is similar, though a hands-off approach styled as a cooking demonstration. The former will have a greater associated cost.

Regardless of the style of service, our business necessitates a working kitchen equipped with a stove, oven, refrigerator, freezer and sink. All other cooking supplies, including pots/pans,

utensils, and specialty items, will be brought to the clients' homes for use. Because our services are done in our customer's' homes, we will need to limit the number of people that may participate based on kitchen size, which will be negotiated between the Chef and homeowners.

All edible goods intended for use will either be provided through partnerships with local farms or purchased from marketplaces in the Charlottesville area. Clients will participate in choosing the farm(s) they wish to receive goods from for their meals, granted these farms are included in our list of partners. When seeking out farm partners, those with current community supported agriculture (CSA) programs were prioritized. Traditionally, CSA farms develop arrangements with community members where shares into the eventual harvest are purchased before crops are planted. The investment an individual makes comes back to him/her during the harvest season in a bountiful box of fresh produce, eggs, meats, and more. The partnership between FTT Home Cooking and local farms will be similar to that of a CSA, as it is an agreement to receive a predetermined amount of fresh goods each week depending on the seasonal harvest. However, it will differ in quantity, cost, and other negotiable factors.

The intended relationship would include communication with farm partners on a weekly basis to learn of the available crops for harvest. FTT Home Cooking would sign a contract with each partner, agreeing to purchase a set amount (by weight) of produce, meat, or other crops each month. As FTT Home Cooking provides positive marketing of these farms inherently through the business model, it is anticipated that our purchasing cost from these farms would be reduced.

Partners include:

- *Bellair Farm*, Charlottesville - seasonal produce, herbs, eggs, chicken, pork
- *New Branch Farm*, Charlottesville - seasonal vegetables, herbs, strawberries
- *Steadfast Farm*, Charlottesville - black beans, organic produce, whole grains, rainbow trout, grass-fed beef

- *Timbercreek Farm*, Charlottesville - antibiotic- and hormone-free pork, grass-fed beef, free range hen eggs, pasture-raised chicken and turkeys

### **Company Ownership and Legal Structure**

Farm to Table Home Cooking, a limited liability company (LLC), is co-owned and operated by Monica Hershey, MS, RDN, ProChef III and Jacqueline Suarez, MBA, RDN, and certified organic agriculturist. This leadership team supports the idea of equal distribution of responsibilities, financial burdens, and potential liabilities, understanding the risks of starting a small business.

Monica and Jacqueline's meeting was aligned by the stars. One Saturday, while each were picking up their local CSA, Monica overheard Jacqueline talking to the farmer about how it has always been her dream to own her own catering business, if only she knew a chef. She continued on, expressing her love for local and organic produce, and how she wishes she could share it with the community in a way that was warm, comfortable, and individualized. Monica knew she had to talk to this amazing visionary and champion of the local food movement. Monica introduced herself, making sure to note that she is a certified Chef (ProChef III), and the two have been inseparable ever since. Through this union came the idea for Farm to Table Home Cooking. The two thought finances could be a barrier to their success, until Monica's generational ties to Milton S. Hershey, founder of the Hershey Chocolate Company, were realized, and she inherited a large sum of money and was pronounced an heiress. Monica and Jacqueline are both RDNs, and Jacqueline also pursued an MBA from Darden Business School while working part-time as a clinical dietitian at UVA Health System.

At present, Jacqueline is still part-time at UVA Health System, as a devoted treatment team member in the pediatric genetics department. Likewise, Monica is also working part-time as a clinical inpatient dietitian. During the first two years of implementation, Monica and Jacqueline plan to keep part-time status at UVA Health System in order to maintain a sustainable flow of income that will counter the anticipated deficits associated with starting a business.

## Roles and Responsibilities

*Monica Hershey, MS, RDN, ProChef III* - Business partner/part-owner, Head Chef, Class Primary Lead, Marketing and Media Manager

- Responsibilities include purchasing and maintaining cooking equipment, menu planning, food purchasing, regularly updating social media and website platforms, community advertising

*Jacqueline Suarez, MBA, RDN* - Business partner/part-owner, Operations Manager, Class Assistant

- Responsibilities include client scheduling, farm partner communication, menu planning, nutrition education planning, financial management

Additional collaborators:

- Volunteer class assistants (for example, area dietetic interns or university students)
- Local farm partners

## Competitive advantage

The *Eat Well Guide* is “a curated directory of over 25,000 hand-picked restaurants, farms, markets, and other sources of local, sustainable food throughout the U.S.” When searching within a 50 mile radius of Charlottesville (zip code 22903), the following information was gathered:

Sustainable Providers	# within 50 miles of Charlottesville
Restaurants	46
Farmers' Markets	24
Vineyards/Wineries	3
Breweries	1
Farms	78 (10 of which maintain CSA programs)
Chefs/Caterers/Meal Delivery Services	0 (closest is 82 miles away)
Bed & Breakfasts	6

From this information, it can be concluded that there is minimal competition from other Charlottesville-region catering services focused on local, sustainable food.



Through basic web searches, minimal additional local business models - outside of those included in the *Eat Well Guide* - were identified in greater Albemarle County. In relation to the concept of FTT Home Cooking, competitive business models of primary concern fall into the categories of cooking classes and catering services, with the following identified in the city of Charlottesville:

Cooking Classes	Catering Companies
Charlottesville Cooking School The Happy Cook Charlottesville Wine & Culinary Boar's Head Inn Cooking Classes	Simply Delicious Catering Harvest Moon Catering Dinner at Home C&O Restaurant Catering Outfit Glorious Foods Inc Sandy Motley Catering Chef Tony Catering The Local Have Food-Will Travel Orzo Kitchen & Wine Bar Aromas Cafe & Catering 20 South Catering

The above cooking classes average between \$80 and \$100 per person, and are primarily held in public locations such as wineries, restaurants, hotels, or kitchen supply stores.

Approximately half focus on using fresh, local goods from area growers. The above catering services provide primarily full-service catering for large-scale events, such as weddings and UVA functions, though also smaller ventures, such as business meetings and family occasions. Like the cooking classes, many focus on providing fresh, local goods from area growers, despite the fact that these businesses were not listed within the *Eat Well Guide*.

What FTT Home Cooking provides that is unique as compared to the aforementioned competitors is knowledge and expertise from registered dietitians, facilitating a conversation about healthful food preparation during the cooking class or cooking demonstration. Many business

models offer purely catering, a sit-down restaurant experience, or cooking classes. What FTT Home Cooking offers is a combination of each of these three brought into the comfort of clients' homes.

### **Start-up Summary**

By starting the business out our home offices and testing recipes in Monica's home kitchen, it will be possible to build a steady profit base for future expansion. Start-up costs primarily focus on establishing an inventory of kitchen supplies, including cutlery, pots and pans, bakeware, and other miscellaneous items. Following this, other necessary costs would include developing an inventory of shelf-stable food items (spices, oils, flours, etc.), farm share costs, advertising and website development, basic uniforms, permits, licenses, and insurance. Monica is already in possession of a large van that will be utilized for company travel during the first 1-2 years of operation, both to client's homes and local farms to pick up food shares. Auto liability insurance and monthly gas costs will be the only financial factors to consider. Permits, licenses, and insurance costs are detailed in *Appendix A: Start-Up Cost Summary*.

As food will be fully prepared in clients' homes, a state-issued catering license is not needed. Additionally, neither a commercially-licensed kitchen nor routine health and safety inspections are necessary if solely preparing food in clients' homes. Finally, an ABC license is not needed, as alcohol will not be provided by FTT Home Cooking. Recommendations for pairing based on crafted menus will be provided to clients in advance in case clients would like to seek out and purchase desired alcohol to accompany the meal. As FTT Home Cooking is based in a region rich in wineries, meaderies, and cideries, the leadership team will make every effort to provide recommendations that support these local establishments.

Monica and Jacqueline are both certified in food safety, successfully completing both ServSafe and HACCP (Hazard Analysis and Critical Control Points) food safety courses. Food and safety certificates proving successful completion of these courses are on record, as issued by the Virginia Department of Public Health.

## **Company Location**

The management efforts for Farm to Table Home Cooking would be based out of home offices in central downtown Charlottesville to begin, in order to save funds otherwise allocated to renting an office space and paying necessary insurance. Through the use of free online platform, such as Skype, we can maintain communication with not only each other but also allow us to consult with potential clients and agriculture partners.

In the future, the Charlottesville-based co-working space, Studio IX, may be a beneficial option if the company is financially stable. Per month, a basic co-working space is \$250.00 per person, totaling \$500.00 per month or \$6,000 per year for two memberships. This membership affords 24/7 access, seating in community areas, four hours of free conference room time per month, a mailing address, a lock box, and a member rate for conference room rentals.

A flat rate will be charged to clientele within Albemarle County and if clientele outside of Albemarle County wish to receive our catering services, an upcharge will be specified. To clarify, it is our objective to primarily target clientele within Albemarle County.

## **Marketing Plan**

According to the 2010 Demographic Profile Data issued by the US Census Bureau, the population of Albemarle County was approximately 99,000 people and growing at an estimated rate of 5.5% every five years. The median age was approximately 38.2 years with a fairly equal distribution of males and females. According to data from 2009-2013, the percentage of persons age 25+ with a Bachelor's degree or higher was 52.2%. Additionally, median household income was \$67,725, which is approximately \$4,000 higher than the median value for the entire state of Virginia.

## **Niche & Consumer Demand**

As previously stated, our target market is a conglomeration of young professionals (late 20's-early 30's), new families (mid 30's-40's), established adults (40's-late 50's) and the aging

population (those who live independently). According to US Census Bureau Data, 62.5% of the Albemarle County population is between the ages of 18 and 65. The “niche” we intend to capitalize on is those in the aforementioned age categories who are interested in eating locally sourced foods and learning more about cooking, nutrition and health in the process of doing so.

The local food movement is one of the most popular and fastest growing trends of the past 10 years. Hospitals, universities, schools, and large grocery and retail chains have started sourcing more and more of their products from local farms and vendors, as their customer base has begun to desire more of them. According to The Hartman Group, in 2007, the Culture of Wellness 2013 report concluded that 13% of shoppers “look for food and beverages that are locally grown or produced”, with that number rising to 25% of consumers by the year 2013. Additionally, the 2014 Organic & Natural Report found that 29% of people surveyed “buy more local products than a year ago”, with 32% of those surveyed between the ages of 18-35, 26% between 36-49 and 28% aged 50 and up. This speaks volumes for our target population. A U.S. grocery shopper trends survey from 2011 noted the three top reasons consumers were interested in purchasing local food: freshness, support of the local economy, and taste. At FTT Home Cooking, we are able to capture all of those characteristics, and as an added bonus, bring them straight to your home. Taking demographics into consideration, a Michigan study reported farmers markets as being most popular among females and the white, upper middle class. Albemarle County is 52% female, predominantly white and has an average - above average middle class population. We are hoping to both take advantage of and strongly support the local and sustainable food movement in this area, reaching like-minded customers in various stages of life with our services.

### **Methods of Promotion/Advertising**

During the first year, advertising will be primarily through print methods, posting on bulletin boards at local small businesses, such as health foods stores, coffee shops, and fitness clubs. Additionally, it would be beneficial to include a small print advertisement inside CSA boxes

distributed by the local farms that FTT Home Cooking partners with. On the web, creating social media outlets through Facebook, Twitter, Instagram, and Pinterest will help build interest with no associated cost. Once profits stabilize, advertising in local publications, such as *C'Ville Weekly*, *The Daily Progress*, and *CharlottesvilleFamily* would be beneficial to reach a broader client base.

The following are examples of discounted rates that may be used to further entice interested individuals to seek out FTT Home Cooking services:

- Introductory rates: “For your first FTT Home Cooking event, enjoy a complimentary dessert, specially prepared to accompany your meal.”
- Friendly neighbor discounts: “Should you refer us to a friend, family member, or coworker and he/she decides to host a FTT Home Cooking event, your next event will include complimentary wine from one of the many local vineyards in the Monticello region.”

### **Growth Potential**

To follow, in the second year of management, FTT Home Cooking anticipates a broader client base and has calculated adjustments into budget and subsequent revenue in order to estimate net gains in the second year. With an increase in clientele, FTT Home Cooking hopes to have the funding available for a shared co-working space in the community, in order to move from a home office structure. Additionally, increased net income may allow for greater advertising capabilities, such as in local publications like *C'Ville Weekly*. Purchasing a commercial catering van may be an advantageous step as well. These examples structural changes in FTT Home Cooking are contingent on the anticipated rise in client support and subsequent revenue. It is understood that stabilization of profits may not occur by the second or third year, though the leadership team has savings in place to support slow, steady growth rates and are optimistic based on this unique business model. See the below SWOT analysis for an outline of planning methods and growth potential details.

## **SWOT analysis**

### Strengths:

- Management: Business is owned and operated by two professionals with formal backgrounds in health and nutrition, cooking, and business management
- Convenience: All food and materials are provided to customers without them having to leave their homes
- Unique: This is a stand-out service providing a comprehensive, educational and quality experience for the customer that no other business in Charlottesville can provide
- Funding: All start-up costs will be covered by business owner inheritance

### Weaknesses:

- Pricing: Cost of services are likely to favor those with higher incomes
- Materials: Using our own materials for every event may result in faster equipment turnover
- Reputation: We are a new business and have yet to establish ourselves as a reputable service provider

### Opportunities:

- Growth: The population of Charlottesville is growing 5.5% every five years
- Target Market: The young professional and working crowd is growing, along with its interest in fresh and locally sourced products
- An increased number of smallholder farms are developing in the area with a focus on organic and sustainable agriculture, potentially increasing the number of partners we can establish as our business grows

### Threats:

- Competition: Other local, more established cooking classes exist in Charlottesville
- Supplier-dependent: We depend on suppliers for our products; how much they can provide us with will change based on the season and how successful their harvest was

- Seasonally-dependent: Some months are less productive than others in terms of produce in Charlottesville, and thus will put limitations on what we can offer to customers

### **Pricing Strategy**

How it works: *Ideally, interested clients make initial contact with FTT Home Cooking at least six weeks prior to desired event date in order to accommodate necessary planning time.*

- Interested clients may contact FTT Home Cooking (phone, website contact form, or email)
- FTT Home Cooking sends the client information about FTT Home Cooking, including sample menus based on the season, a list of farm and small business partners, event specifications, and an overview of pricing. Also included is a detailed interest form that concludes with a request that clients call or email to set up an in-person meeting. *Ideally, the in-person meeting occurs five to six weeks prior to the intended event date.*
- Clients meet in person with the FTT Home Cooking leadership team (Monica and Jacqueline) to discuss the intended event, including date, number of guests, food preferences, and desired style (hands-on cooking class, demonstration, etc).
- FTT Home Cooking sends the client a proposal, including a draft menu and total cost estimate. At this time, if the client accepts the proposal, a deposit of 50% of the estimated total should be sent to FTT Home Cooking, which will be subtracted out of the final invoice. If the client has concerns or suggestions, edits will be made within two days following the meeting and sent to clients for reassessment and acceptance.
- During a phone call one week prior, a final guest count should be given and event details reviewed. The FTT Home Cooking leadership team will go through a checklist with clients regarding kitchen equipment, food items, and other miscellaneous items deemed necessary. Finally, a final review of the menu will take place, as menu items are subject to change based on seasonality and availability at partnered farms.

- The final invoice will be provided to clients, via email or mail, and should be postmarked to FTT Home Cooking a *maximum* of two days following the event. Of note, tax is included in the final invoice, though gratuity is not.

#### Cost of Service:

The cost of service is based on season, day of the week, number of guests, and food preference. Additionally, a significant factor is the style of event, whether guests participate in hands-on cooking, observe as a cooking demonstration, or request traditional catering. Based on these factors, the estimated price range is \$50-\$100 per person depending on the package. See *Appendix B: Estimated Cost of Service* for a detailed cost outline. It should be noted that these are just estimates and prices may vary based on harvest availability from farm partners and the client preference of local produce versus meat, poultry, and seafood items. A range of 4-12 guests is the recommended number for participating in FTT Home Cooking's services.

#### Web Plan Summary

Farm to Table Home Cooking will develop and maintain an active web presence in order to most effectively reach our target market by promoting the business, updating customers with any new information, partnerships or exciting happenings, and giving users a general overview of the business. The overview will include who we are, what our business objective is, who we are trying to reach, why customers should utilize our services, when and how we operate, our business structure and who our partners are (farms, vineyards, etc.). Our partners will have the opportunity to contribute to our website by providing information on what they provide us with, how they produce their goods and what they are all about. We will also include our interest form for customers to either print or fill out online, and our seasonal sample menus. After each event, customers will have the opportunity to rate their service, and reviews will be posted online for others to see. For those interested in becoming a partner with us, we will have a prospective partner form available to serve as an introduction for us to their business and products. Contact



information will be listed, and the website will be managed by the marketing/media manager. Using a business website platform that would allow us to have scheduling forms and allow customers to pay for services online through Weebly would cost an estimated \$300 annually.

### **Financial Management**

See *Appendix C: 2016-2017 Financial Plan* for a detailed analysis of expenses and revenue. To begin, Monica committed to invest a total of \$20,000 worth of personal savings into Farm to Table Home Cooking from her Hershey inheritance.

Start-up costs were estimated by researching average costs of licensure, insurance, and permits. Similar research methods were used to determine yearly budget values, with adjustments made in the second year to account for an anticipated increase customers and food cost, and decrease in necessities (equipment cost, etc.) that were purchased in the first year. Additionally, research on average cost of CSA memberships per season was used to determine yearly payment to local farms. The calculated amount is based on the assumption that during the first year, FTT Home Cooking would partner with four farms and then increase the number of partners as the business grows in the second year.

Monthly revenue during the first year is a modest estimate of what is expected, accounting for low visibility of the business in greater Albemarle County. This was calculated using an average event size of six people at a cost of \$90 per person. With print advertisement in local businesses, social media presence, website maintenance, and word of mouth, it is expected that visibility will grow and the number of events will increase throughout the year.

As clinical RDs in part-time positions at UVA Health System, Monica and Jacqueline are already earning approximately \$30,000/yr and receiving fringe benefits. For this reason, fringe benefits were not allocated and 1.0 FTE was deemed reasonable.

Initial Investment: \$20,000

Start-Up Costs: \$4,065

Year 1 Revenue: \$35,640

Year 1 Net Income: -\$5,185 [revenue - (labor + vehicle + business expenses)]

Year 1 Break-Even Point: \$40,825

Year 2 Revenue: \$48,600

Year 2 Net Income: -\$3,465

Year 2 Break-Even Point: \$52,065

## Appendices

### **Appendix A: Start-Up Cost Summary and Initial Investments**

Item	One-Time or Annual Cost
Kitchen supplies	\$1,500
Initial shelf-stable food inventory	\$300
Uniforms (aprons and t-shirts x 6)	\$250
Website development	\$300
Printing cost for community advertising	\$100
Business license	\$35
Registration fees	\$120
Articles of Organization of a VA LLC	\$100
Business name establishment	\$10
Workers Compensation	\$1,000
Catering BOP (combination of general liability, property, and errors & omissions insurance)	\$350
<i>Estimated Total Start-Up Costs</i>	<i>\$4,065</i>
Initial Investment	
Monica	\$20,000
<i>Estimated Total Initial Investment</i>	<i>\$20,000</i>

### **Appendix B: Estimated Cost of Service**

FTT Home Cooking Package Style	Estimated Cost Per Person
Weekday Evening Dinner (Monday-Thursday)	
Hands-on cooking	\$90
Observation of a cooking demonstration	\$80
Traditional catering	\$70
Weekend Evening Dinner (Friday-Sunday)	
Hands-on cooking	\$100
Observation of a cooking demonstration	\$90
Traditional catering	\$70
Weekend Mid-Day Brunch (Sunday)	
Hands-on cooking	\$75
Observation of a cooking demonstration	\$65
Traditional catering	\$50

## Appendix C: 2016-2017 Financial Plan

	Year 1 (2016)	Year 2 (2017)
<b>Revenue</b>		
Estimated number of events (based on average of 6 customers per event)	66	90
Projected revenue	\$35,640	\$48,600
<b>Total Projected Revenue</b>	<b>\$35,640</b>	<b>\$48,600</b>
<b>Staffing</b>		
FTEs	1	1
Total staff salaries	\$30,000	\$40,000
<b>Total Labor Expense</b>	<b>\$30,000</b>	<b>\$40,000</b>
<b>Expenditures</b>		
Gas costs	\$1,000	\$1,000
Automobile insurance	\$1,080	\$1,080
Vehicle maintenance	\$400	\$400
<b>Total Vehicle Expense</b>	<b>\$2,480</b>	<b>\$2,480</b>
Uniforms (aprons and t-shirts x 6)	\$250	\$250
Work space (2 memberships to Studio IX coworking space)		\$6,000
Food costs: Shelf-stable necessities	\$300	
Food costs: Farm Shares	\$4,800	\$7,200
Equipment cost (initial in first year, replacements in following years)	\$1,500	\$500
Website Development	\$300	\$300
Advertising (printed flyers)	\$100	\$75
Business License	\$35	
Registration fees	\$120	\$120
Articles of Organization of a VA LLC	\$100	
Business name establishment/renewal	\$40	\$40
Workers Compensation	\$1,000	\$1,000
Catering BOP (combination of general liability, property, and errors & omissions insurance)	\$350	\$350
<b>Total Business Expense including Start-Up Costs</b>	<b>\$8,345</b>	<b>\$9,585</b>
<b>Net Income</b>	<b>-\$5,185</b>	<b>-\$3,465</b>

Appendix D: FTT Home Cooking Sample Interest Form

# *Farm to Table Home Cooking*

*You choose the farm, and we'll help bring it to your table.*



*Thank you for choosing Farm to Table Home Cooking to plan and facilitate your next home cooked meal. We look forward to working with you, your family, and your friends in crafting a delicious meal and breaking bread together. Please fill out the following interest form and preliminary contract, and fax/scan/email/mail it using the contact information at the bottom of the page.*

Season (please circle): Winter                  Spring                  Summer/Fall

Desired event date: \_\_\_\_\_

Desired number of guests:    \_\_\_ Adults    \_\_\_ Children

Food Preferences (please circle):

- Protein:        *Chicken*        *Beef*        *Pork*        *Fish*        *Vegetarian*
  - Gluten-Free
  - Dairy-Free
  - Other dietary restrictions/allergies/preferences: \_\_\_\_\_
- 

Kitchen accommodations (please indicate with a check if these are present in your home):

- \_\_\_ Stove
- \_\_\_ Oven
- \_\_\_ Refrigerator
- \_\_\_ Sink
- \_\_\_ Basic serving dishes and flatware
- \_\_\_ Fire alarm

## Appendix E: FTT Home Cooking Sample Menu

### Sample Menus

*The provided sample menus were crafted based on typical seasonal availability of the following ingredients at our partner farms. Menus are subject to change and open to individualization.*

**Season:** Fall (September-November)  
**Farms:** New Branch Farm & Timbercreek Farm

—  
**Starter:**  
Mixed green salad, topped with roasted tomatoes and drizzled with a lemon herb vinaigrette

**Main:**  
Pan seared chicken with tarragon crème fraiche  
Creamy root vegetable puree  
Roasted garlic broccolini

**Dessert:**  
Spiced poached pears with vanilla bean custard

**Wine Recommendation:**  
Pippin Hill Chardonnay 2014

**Season:** Winter (December-February)

**Farms:** New Branch Farm & Timbercreek Farm

—  
**Starter:**  
Baby spinach salad with a balsamic reduction

**Main:**  
Rich grass-fed beef stew with roasted carrots and onions

Crispy potato latkes with fresh apple compote

**Dessert:**  
Dark chocolate beet cake with fresh whipped cream

**Wine Recommendation:**  
Pippin Hill Petit Verdot 2013

**Season:** Spring/Summer (March-August)

**Farms:** Steadfast Farm & New Branch Farm

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**Starter:**  
Mixed green salad with pea shoots, roasted grapes, and a white wine vinaigrette

**Main:**  
Pan-roasted spring-raised trout  
Zucchini pasta with garlic-kale pesto and roasted cherry tomatoes

**Dessert:**  
Strawberry rhubarb crisp with lemon coulis

**Wine Recommendation:**  
Pippin Hill Viognier 2014

*\*\*\* Additional ingredients not available at abovementioned farms will be provided via Whole Foods Market, purchasing local when available. If a particular marketplace is preferred, please indicate this during the menu-planning phase of preparation*

## References

<https://njaes.rutgers.edu/health/farmtofork.asp>

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<http://www.charlottesville.org/departments-and-services/departments-a-g/economic-development/business-assistance/starting-a-small-business>

<https://foodservices.insureon.com/resources/cost/catering>

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