

Income Sources at Whiskey Hill Farms

Specialty Crop Organic Agriculture

This farm crop plan outlined below has been extensively researched. It includes trials and wholesale of the crops listed. Spinning up the *farm* to produce this income would take \$350,000 over 6 months. The bottom line of specialty crops is higher margin. For instance, growing carrots per acre gets you 75 cents a pound wholesale. But specialty crops like turmeric get \$8.50/lb. wholesale and \$15/lb. retail, while Goldenberry gets \$13.50/lb. wholesale and online \$35/lb. retail. Pounds per acre are roughly equivalent. Crop yield projections from 2025 onward:

| | Turmeric | Golden-berry | Wasabi 1st Crop | Wasabi 2nd Crop | Wasabi 3rd Crop | Tropical Fruit | Passion-fruit | Pepino | Lemongrass |
|--|----------|--------------|-----------------|-----------------|-----------------|----------------|---------------|----------|------------|
| Cultivated acres | 7 | 6 | 0.125 | 2 | 4 | 4 | 5 | 1 | 2 |
| Yield/acre (tons) | 11 | 16 | 6 | 6 | 6 | 10 | 8 | 50 | 20 |
| Total yield (tons) | 77 | 96 | 0.75 | 6 | 12 | 40 | 40 | 50 | 40 |
| Price/lb. Wholesale | \$8.50 | \$12.50 | \$95 | \$95 | \$95 | \$12.50 | \$12 | \$3 | \$8.50 |
| Price/lb. Retail | \$15.00 | \$25.00 | \$175 | \$175 | \$175 | \$25 | \$25 | \$7.5 | \$12.00 |
| Wholesale Value | \$1.1M | \$2.0M | \$122K | \$2.9M | \$5.8M | \$762K | \$1.4M | \$217K | \$592K |
| Retail+Wholesale Value | \$1.4M | \$1.9M | \$97K | \$1.5M | \$3.1M | \$450K | \$1.2M | \$514K | \$676K |
| Retail/Wholesale Mix | 70% | 70% | 70% | 80% | 80% | 80% | 80% | 100% | 70% |
| Harvest Schedule lbs./week (based on demand) | 3,000 | 3,800 | 150 | 700 | 1,400 | 1,500 | 8,000 | 7,600 | 1,000 |
| Harvest Start | Oct 2025 | June 2025 | Dec2024 | Dec 2025 | Dec 2026 | Mar 2025 | May 2025 | Oct 2024 | Aug 2025 |

Subtropical Fruit Tree Sales

We've successfully trialed this concept locally with rooted cuttings. Expansion of this market would require us to build a tissue culture laboratory for inexpensively producing thousands of rare subtropical fruit tree seedlings from our subtropical rainforest. Price ranges from \$25-\$125 (average \$40). Potential Revenue: First year average sale of \$40 X 2500 trees \$100,000 Second Year: 7500-15,000 trees \$300,000-\$600,000

High-Value Mushroom Production

The tissue culture lab is also used to make exotic mushroom grow-blocks from inexpensive materials like straw or waste coffee grounds to generate high-priced mushrooms. David Blume spent a year in Mexico teaching indigenous people on a rustic farm how to grow mushrooms on the waste

from coffee processing. Attendees get to take home blocks which will produce pounds of mushrooms to share with their friends. The retail price for the mushrooms would be between \$12-\$18/lb. They ship well to buyers from our online store.

Average Net Revenue: First year 9,000 lbs. @ \$15 = \$120,000

Second Year: 45,000 lbs. @\$15= \$675,000.

Distillation: Alcohol Sales

We would need to reactivate our permit to sell liquor. It's quite lucrative. One gallon of our 200-proof alcohol makes 13 fifths (750ml) of Rum (made from our in-stock organic molasses) with an onsite retail price of \$25. Building a tasting room and outdoor environment with fantastic views, for food and drink, is encouraged by the county. This would be analogous to a vineyard tasting room.

We would feature food produced by local chefs using our produce. Our distillery has a capacity of 150,000 gallons of alcohol a year. We have a recent quote for \$2M as the replacement cost of our distillation plant.

Currently 40,000 gallons of organic molasses is on-site, in stock, which will produce 100,000 gallons of 200-proof alcohol of any grade. Pharmaceutical grade alcohol sells for over \$100/ gallon.

Our organic sanitizer with essential oils sold wholesale at \$340/gallon in 10ml pocket-sized spray bottles.

Our Necker's Nectar rum was a limited run for Richard Branson's retreat in the British Virgin Islands.

We have a contingent purchase order from long-term clients of Eco-Ola in Peru to supply 80,000 gallons of organic perfume-grade alcohol at \$60 per gallon, plus shipping, to the buyer in France. When executed, this will generate \$4,800,000 per year. The purchase order is expected to be countersigned by the foreign buyer in the next quarter.

Additional CAPEX to upgrade our distillery for pharma grade, increasing our capacity to 150,000 gallons of 200-proof high-purity output: \$125,000. CAPEX for tasting room and second-story viewing/dining deck construction: \$175,000.

150,000 gallons sold at a conservative price of \$60/gallon would be the single largest contribution to our alcohol enterprise bottom line.

Alcohol Fuel Co-products: Carbon Dioxide

For every pound of alcohol produced, there is 1.5 pounds of green carbon dioxide produced by fermentation and exhaust of our green methane boiler. The CO₂ when delivered through our irrigation system during the day, will triple yield per square foot. The outcome of that is that our 8 acres will produce 24 acres' worth of crop. This is not revolutionary, and greenhouse farmers have been using CO₂ for decades, but they make it by simply burning propane or natural gas inside the greenhouse at a significant cost. Ours is green, since it isn't made from fossil fuels. Compression equipment to store nighttime CO₂ production in a tank for daytime use requires \$75,000 of CAPEX.

Rum Stillage/Fish-Based Advanced Biological Fertilizer

Selling products that are addictive is a good business strategy. There are now over 8 billion food addicts worldwide, which is expected to rise to 10 billion people in the *next 35 years*. Fertilizer supply and demand are so tightly wedded that when Ukrainian fertilizer mines suddenly ceased production two years ago, the price of fertilizer worldwide increased sevenfold! The demand for the organic fertilizer, fish emulsion, went from \$250 per drum to \$1500 per drum. Prices go up and down with the seasons, but the inexorable need to increase fertilizer supplies needed in production of more crops will continually drive prices up.

When alcohol is produced by yeast, the fermented liquid eventually contains about 20% alcohol. When the alcohol is distilled off, the dealcoholized byproduct liquid contains a multitude of plant nutrients. When combined with the leftover brewer's yeast, it results in a potent fertilizer known as stillage. All other manufacturers use *plain water* to start with instead of rich stillage. To this, we add by-catch whole fish, caught accidentally in the

nets (sardines) while pursuing more valuable fish (salmon). Whereas our competition brags that they use one pound of fish per gallon, we have developed a process that packs 6 pounds of fish into a gallon of stillage. Our fertilizer is a highly concentrated liquid, cheaper to ship e-fish-iently. .

We convert the fish oil into essential fatty acids and other important substances that feed the diverse population beneficial soil microorganisms. These well-fed organisms exude a fantastic diversity of vital substances that provide the flavor, nutrition, and pest resistance for the crop.

It takes us less than \$60 to make a 55-gallon drum which we then sell for \$500 to \$1500 dollars depending on the season and farm location. Our current operation can make 6 drums per day. At a conservative \$500/barrel we can currently produce \$66,000 in gross revenue per month.

Increased potential: \$150,000 worth of CAPEX could generate \$550,000 of fertilizer sales *per month in just one shift per day at \$500/drum*. Primary use of the CAPEX will be used to acquire equipment reduce labor and make for efficient material handling and shipping

Agritourism

New regulations in the county now encourage agritourism. This means unrestricted **Farmstays** as a new category of overnight or short-term rentals. BNB short-term stays are tightly regulated, with a limited number of permits issued by the County. Trials over the last year were successful in proving the market for both camping outdoors and overnight stays in the main house with 5 bedrooms.

Seven additional rooms were partially constructed above the farm event space for both overnight and longer course-related occupancy. In addition to traditional BNB rentals sites, we did a brief trial with Booking.com. We stopped after a week since we couldn't keep up with the volume with our trial human infrastructure at that time. There is a dearth of hotel rooms for the demand of tourists, only 11,000 rooms around the Monterey Bay. Revenue for these rooms has not been included in the spreadsheet since we haven't finished construction and haven't yet fully evaluated rentals in them yet.

When including the potential from the Booking.com sales channel, the listed occupancy rates are extremely understated. In addition to simple visitor rental income, it complements workshop income, courses, and more. See a table of just the camping and house overnight room rentals below.

| Rental income | Annual | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar |
|--------------------------------|------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| House (5 @\$237/day) | \$325,401 | \$24,885 | \$17,775 | \$28,440 | \$28,440 | \$35,550 | \$35,550 | \$28,440 | \$28,440 | \$24,885 | \$24,885 | \$23,226 | \$24,885 |
| Occupancy rate | | 70% | 50% | 80% | 80% | 100% | 100% | 80% | 80% | 70% | 70% | 70% | 70% |
| Campsites (10 @107/day) | \$189,069 | \$11,235 | \$16,050 | \$19,260 | \$24,075 | \$32,100 | \$32,100 | \$24,075 | \$11,235 | \$4,815 | \$4,815 | \$4,494 | \$4,815 |
| Occupancy rate | | 35% | 50% | 60% | 75% | 100% | 100% | 75% | 35% | 15% | 15% | 15% | 15% |
| Event Space | \$150,500 | \$10,000 | \$11,000 | \$12,000 | \$13,000 | \$14,000 | \$15,000 | \$16,000 | \$17,000 | \$18,000 | \$7,500 | \$8,000 | \$9,000 |
| RV Spaces (4 @\$50/day) | \$45,000 | \$3,000 | \$4,500 | \$6,000 | \$6,000 | \$6,000 | \$6,000 | \$6,000 | \$6,000 | \$6,000 | \$3,000 | \$3,000 | \$3,000 |
| Occupancy rate | | 50% | 75% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 50% | 50% | 50% |
| Total All Rent | \$709,970 | \$49,120 | \$49,325 | \$65,700 | \$71,515 | \$87,650 | \$88,650 | \$74,515 | \$62,675 | \$53,700 | \$40,200 | \$38,720 | \$41,700 |
| Expenses | \$473,261 | \$32,132 | \$32,266 | \$42,978 | \$46,782 | \$57,337 | \$57,991 | \$48,744 | \$40,999 | \$35,128 | \$26,297 | \$25,329 | \$27,278 |
| Net | \$250,209 | \$16,988 | \$17,059 | \$22,722 | \$24,733 | \$30,313 | \$30,659 | \$25,771 | \$21,676 | \$18,572 | \$13,903 | \$13,391 | \$14,422 |

Workshops/Classes

Permaculture Courses David Blume has convened the largest Permaculture two-week courses in the United States, one for 250 people in Half Moon Bay and one for 100 people in Ojai, California. I propose to teach two 14-day workshops, which include college credit, for 75 students each per year at \$3,000 each, which will generate \$225,000

Be A Farmworker for a Day, working along with farmworkers and translators to facilitate conversations.

Cooking Courses Different cuisines from the themed produce from the farm. Think Thai, Indian, Japanese, Italian, French etc.

Regenerative Gardening Courses to teach how to grow organically while improving their soil.

Other Farming and Gardening Workshops Organic pest control, composting, seedling production, grafting, rooting cuttings of rare plants, pruning etc. High quality garden tools will be for sale.

Green Building Workshops (Multiple days) David Blume's network of green builder associates will teach workshops onsite. The new agritourism codes include the ability to have hands-on opportunities to build tiny homes for farmworker staff.

Birdwatching in the local sloughs and forests with peaks in the Fall/Winter and Spring/Summer during coastal migration in conjunction with people coming from all over the country to birdwatch in the different ecosystems of the California coast.

Mushroom Hunting with mycologists during the fall/winter, with evening feasts, local wine, including the day's collection with our produce.

Frog Singing Evening and Camping in conjunction with our popular Chorus Frog Serenade where people come to experience wave after nearly deafening waves of frogs singing from the ponds in greenhouse seven. We'll serve our distillery products along with simple fare.

Sushi Sake Socials Food events like our fully sold-out 80-attendee Sushi Sake Socials with local sushi chefs featuring our \$200/b real wasabi. Last year we trialed this profitably 3 times and sold hundreds of wasabi seedlings, as well as initiating building retail sales of our wasabi.

Vegan/Vegetarian Cooking Classes Students first harvest their vegetables for their class and then make food from it in our event kitchen.

Pick Your Own---you name it. Harvesting food is a visceral experience. This is always done at retail+ prices which people do for the experience. Heirloom tomatoes and more. Not estimated here. Generates demand for all we grow with substantial word of mouth advertising.