



Farm Plan Summary

The farm on Morrow Mill Road is 22 acres of partially wooded, gently rolling land. An application for the property to be designated as a flower and tree farm was approved by the USDA Farm Service Agency in May 2015, a forestry management plan was implemented in February 2016 to protect as many trees as possible, and farm sales tax exemption certificate granted on May 24, 2016. The Barn of Chapel Hill is a certified wildlife habitat by the National Wildlife Federation, and we have started a biodynamic farm certification process.

The farm's main agricultural products are chestnuts, specialty cut flowers, and bee products (honey, wax, propolis). Establishment of the apiary and chestnut orchards began in March 2016, and the cut flowers beds are being prepared for the fall 2016 and spring 2017 plantings.

We are currently in the process of renovating a historic 19th-century barn, which will serve as the processing and storage facility for chestnuts, flowers, and honey as well as a location for on-site sales of our farm products and agritourism, including farm tours, workshops, farm weddings, educational programs for children, U-pick flower days, and chestnut roasts.

Our overall profit and loss projections are based on extensive market research and many different agricultural factors. Chestnut profits will increase over a 20-year period, bee product profits will increase over a period of six years, cut flower profits will increase over three years, and agritourism profits will increase over two years. Below is a general overview of our P&L projections for our agricultural products and farm activities.

I. Chestnuts



Overview and Market Potential

The American chestnut tree once populated over 200 million acres of eastern woodlands from Maine to Florida, and from the Piedmont west to the Ohio Valley, until succumbing to a lethal fungus infestation, known as the chestnut blight, during the first half of the 20th century. Within 40 years, over 30 million acres of chestnut trees were destroyed by the blight. More recently, blight-resistant chestnut species (particularly Japanese and Chinese chestnut, but also Seguin's chestnut and Henry's chestnut) have been used in breeding programs in the U.S. to create hybrids with the American chestnut. These blight-resistant hybrid American Chestnut trees have been successfully bearing nuts in orchards across the United States, including North Carolina. According to the American Chestnut Foundation, the American chestnut tree was an essential component of the entire eastern US ecosystem. It was a late-flowering, reliable, and productive tree, unaffected by seasonal frosts, and was the single most important food source for a wide variety of wildlife from bears to birds. When roasted, the texture of the chestnut is similar to that of a baked potato, with a delicate, sweet, and nutty flavor. Chestnuts can be dried and milled into flour, which can then be used to prepare breads, cakes, pancakes, pastas, polenta, or used as thickener for stews, soups, and sauces.

Typically, chestnut trees produce nuts three to five years after planting, and, by year ten, chestnut trees can yield 55-110 pounds per tree. Generally, the value of chestnuts ranges from \$3-\$4 per pound wholesale and \$7-\$10 per pound retail depending on the market. One acre of mature chestnut trees produces 2,000-3,500 pounds of nuts. The potential for expansion in the chestnut industry is very high. The U.S. imports 80 percent of chestnuts consumed or 20 million pounds of chestnuts annually, most of which is comprised of lower quality nuts grown in Italy and France.

The Orchards and 20 Year P&L

Currently, we have 36 chestnut trees planted (with 44 more planned for this spring) at The Barn of Chapel Hill property and 313 chestnut trees planted at our second farm location. We have invested over \$50,000 into our chestnut operation alone. Over the course of the next two years, we will plant 1200-1300 trees, making The Barn of Chapel Hill part of the largest chestnut operation in North Carolina. At 1300 trees with an average of 60 pounds per tree, that's an annual yield of 78,000 pounds of chestnuts. For comparison, the Michigan Co-Op produced the largest amount of chestnuts per state last year, with 80,000 lbs. Our proprietary P&L projections are very detailed and show a gross margin at 5 years of \$23,981, 10 years of \$188,158, 15 years of \$320,300 and 20 years of \$387,790.

II. Specialty Cut Flowers

Overview and Market Potential

Specialty cut flowers are one of the most profitable field crops farmers can grow, averaging \$25,000-\$35,000 per acre. As a specialty cut flower farm, The Barn of Chapel Hill specializes in zinnias, sunflowers, and celosia, as well as snapdragons, peonies, and dahlias. North Carolina's locally grown, sustainable flower market is thriving. Although large quantities of low-cost cut flowers (mainly mums, roses, and carnations) are imported into the United States from Central/South America and Holland, it has not affected the consumer's desire for quality local blooms.

Many unique, high-dollar flowers that consumers value do not ship well. Snapdragons, for example, must be shipped upright, and when transported long distances, they look less full and/or crushed. Sunflowers, because of their size and weight, are too expensive to ship.

Additionally, as interest in locally-grown food has skyrocketed, consumers are paying closer attention to the “localness” of other agricultural products, including flowers. The Barn of Chapel Hill is capitalizing on this. Beginning in 2017, we will be providing cut flowers to wholesalers, supermarkets and select florist/floral shops, as well as offering U-pick services and a weekly flower CSA to be picked up on the farm.

An interesting industry trend is toward smaller acreage for specialty cut flower production: 0.5 to 2 acres. In recent years, wasteful and expensive overproduction has been a problem on larger flower farms; specialty cut flowers are best maintained on smaller acreage to keep costs/wastes low and flower quality high. The Barn of Chapel Hill will keep floral production to 0.5 acres in 2017, 1 acre in 2018 and then make a final increase to 1.5 acres in 2019.

Varieties

In North Carolina, prime floral growing season is April-October. Actual plantings will vary, but the chart below lists seasonal flower plantings by month.

<i>Month</i>	<i>Flowers</i>
April	Bachelor Buttons, Tulips, Narcissus
May	Dianthus, Bachelor Buttons, Lilac, Ranunculus, Viburnum, Columbine, Lupine, Snapdragon, Dutch Iris, Delphinium, Peonies, Larkspur
June	Echinacea, Queen Anne’s Lace, or Ammi, Zinnia, Sunflowers, Snapdragons, Dianthus or Sweet William, Rudbeckia or Black Eyed Susan
July	Dianthus, Rudbeckia, Amaranth, Celosia, Millet, Zinnia, Dahlias, Gomphrena, Gladiolus
August	Sunflowers, Dahlia, Celosia, Gomphrena, Ageratum, Broom Corn, Millet, Ammi, Dahlia
September	Sunflowers, Dahlia, Celosia, Gomphrena, Ageratum, Broom Corn, Millet, Ammi, Dahlia
October (depends on frost)	Sunflowers, Dahlia, Celosia, Gomphrena, Ageratum, Broom Corn, Millet, Ammi, Dahlia

P&L Overview for 2017-2019

As mentioned above, specialty cut flowers are one of the most profitable crops farmers can grow, averaging \$25,00-\$35,000 per acre. Selling unique flowers by the bunch/stem to wholesalers will make up a large part of our flower sales. Pricing ranges from \$3-4 dollars per stem for dahlias and peonies, and \$5-10 per bunch for gomphrena, zinnia, snapdragons and sweet peas, among others.

Our target is to sell \$15,000 worth of wholesale flowers in 2017, \$30,000 in 2018 and \$45,000 in 2019.

We will offer direct sales of flowers and floral arrangements for a limited number of events in the Chapel Hill, Raleigh, and Durham Area. Projected net profit is \$41,400 in 2017, \$64,400 in 2018, and \$87,400 in 2019.

The Barn of Chapel Hill will offer U-pick flowers on Wednesdays and Fridays starting in June, 2017. Pricing is by the stem and will range from \$0.50-3.00. We'll provide scissors, water and floral wrap, as well as clean buckets to hold the flowers. Our goal is to average \$300 U-pick sales per week for 16 weeks for a total of \$4,800 in 2017 and then increase by \$150 per week in 2018 and 2019.

Also starting in June is a \$25 seasonal subscription services, lasting 8 weeks. One gallon buckets are pre-filled and can be picked up on the farm or at designated pick up locations. Our annual CSA will be limited to 15 subscribers in 2017 (\$3,000), 20 in 2018 (\$4,000) and 25 (\$5,000) in 2019.

The overall cost of preparing and planting the flower beds annually (soil, compost, landscape fabric, equipment, netting, seeds, bulbs, tubers, labor, weed control, etc.) will be \$12,000. Other materials such as buckets and floral wrap will cost an additional \$1500.

2017 Revenue

Wholesale	\$15,000	
Direct Sales	\$41,400	
U-Pick	\$ 4,800	
CSA	\$ 3,000	
	<i>Total Revenue</i>	\$64,200

2017 Expenses

Flower Bed Preparation	\$ 12,000	
Buckets and Floral Wrap	\$ 1,500	
Cooler/converted shipping container	\$ 3,000	
	<i>Total Expenses</i>	\$16,500
	<u>2017 Net Profit</u>	\$47,700

2018 Revenue

Wholesale	\$30,000	
Direct Sales	\$64,400	
U-Pick	\$ 7,200	
CSA	\$ 9,600	
	<i>Total Revenue</i>	\$111,200

2018 Expenses

Flower Bed Preparation	\$ 13,000	
Buckets and Floral Wrap	\$ 2,000	
Hoop House Construction	\$ 3,000	
	<i>Total Expenses</i>	\$18,000
	<u>2018 Net Profit</u>	\$93,200

2019 Revenue

Wholesale	\$45,000	
Direct Sales	\$87,400	
U-Pick	\$ 9,600	
CSA	\$ 4,000	
	<i>Total Revenue</i>	\$146,000

2019 Expenses

Flower Bed Preparation	\$ 15,000	
Buckets and Floral Wrap	\$ 2,500	
Hoop House Construction	\$ 3,000	
	<i>Total Expenses</i>	\$20,500
	<u>2019 Net Profit</u>	\$125,500

III. The Apiary

Overview



The honey market is currently very strong, especially for locally produced honey and specialty honey. An apiary producing a quality product can easily sell out before the next season's crop is ready. Honey produced from the nectar of certain trees, such as the chestnut, often brings a premium price because of its rarity and distinct flavor. Other bee products such as bee's wax and propolis have viable markets to be explored in future years.

The Barn of Chapel Hill currently has three active and healthy hives, and we will add three hives each spring until we have a total of 20 hives. In addition, our farm is setting aside land to establish bee forage and a wildflower pollinator garden.

Profit and Loss Projection

We are not selling honey bulk or wholesale, but instead will be selling a premium product directly to the consumer at a higher profit margin. A strong hive will produce 75-100 lbs of honey per year, which we will sell in 16 ounce jars on the farm and at local farmer's markets at a unit price of \$15-20 each. Each bottle will cost \$0.45, and the labels are \$0.10 each. Net profit per hive is approximately \$1000 (after \$500 in annual maintenance costs per hive are factored in) for a total net profit of \$3000 in 2017. As mentioned above, we will continue to add hives at a rate of three per year until we have a total of 20 hives. With the understanding that honey production is greater in some years than in others, our 20 hives at full production we will average around \$15,000/year in profits. Those revenues may be augmented by additional bee products in the future.

IV. Agritourism

Beginning in 2017, The Barn of Chapel Hill will welcome visitors to the farm for floral workshops, farm weddings, charity events, farm dinners, and educational programs for children among other agritourism activities.

Floral Workshops

Our floral workshops will be offered several times a year; pricing will vary. Fall 2017 offerings include:

October

Create beautiful fall centerpieces using farm flowers and foliages. Each workshop will start with a farm walk and demonstration of floral design techniques, followed by hands-on personal guidance while you craft your own arrangements.

November

Create a Thanksgiving centerpiece. Each workshop will start with a farm walk and demonstration of floral design techniques, followed by hands-on personal guidance while you craft your own arrangements. In this unique centerpiece, we will not only use flowers, but also explore using grasses, pine cones, and pods.

December

Design your own Christmas garland using local evergreens. Learn how to identify the many types of evergreen found locally that will enhance your home.

Educational Programs

The Barn of Chapel Hill will be offering educational programs for children, open to preschool classes, homeschoolers, mother's groups, and elementary-aged kids. In 2017 and 2018 two main programs will be offered:

- "What's the Buzz?" featuring our observational hive (built into the door of the barn) to show kids the inner workings of the hive. They will also participate in a bee role-playing game (preschool to second grade), study the anatomy of a flower, tour our wildflower pollinator garden, participate in games on pollination and honeybees (third and fourth grade), examine and handle beekeeping tools, and taste various types of honey.
- "Flower Power" featuring tours of our cut flower fields and wildflower pollinator garden, picking flowers to make an arrangement and/or a floral crown, studying the life cycle of a flower, identifying and learning about beneficial farm insects, and planting a flower seed to take home.
- We will also be adding a chestnut program; details are still being planned.

P&L Projections 2017-2018

Based on market analysis for Chapel Hill, we can project 15 Saturday farm weddings for 2017, and 22 for 2018.

Wedding package options include day-of farm tours for wedding guests, honey tastings, and seasonal floral workshops using flowers grown on the farm (such as floral crown making for the bridesmaids and flower girls). Additional agritourism options, such as beekeeping workings, are being planned.

In 2017, we anticipate 12 floral workshops, 20 children's programs and 6 Friday weddings or farm dinners. In 2018, that number will increase to 24 floral workshops, 30 children's programs and 10 Friday weddings or farm dinners.

Total projected agritourism profit for 2017 is \$23,600 and \$95,200 in 2018.

V. Conclusion

According to Orange County's Farmland Protection Plan,

"... many farmers are struggling to make a profit. Agriculture is a changing industry. State and federal regulations are being revised and traditional commodity programs are being phased out. Local farmers are looking for ways to add revenue to their operations. Older farmers are considering retirement; those without a younger farmer to take on the family business may consider selling their land."

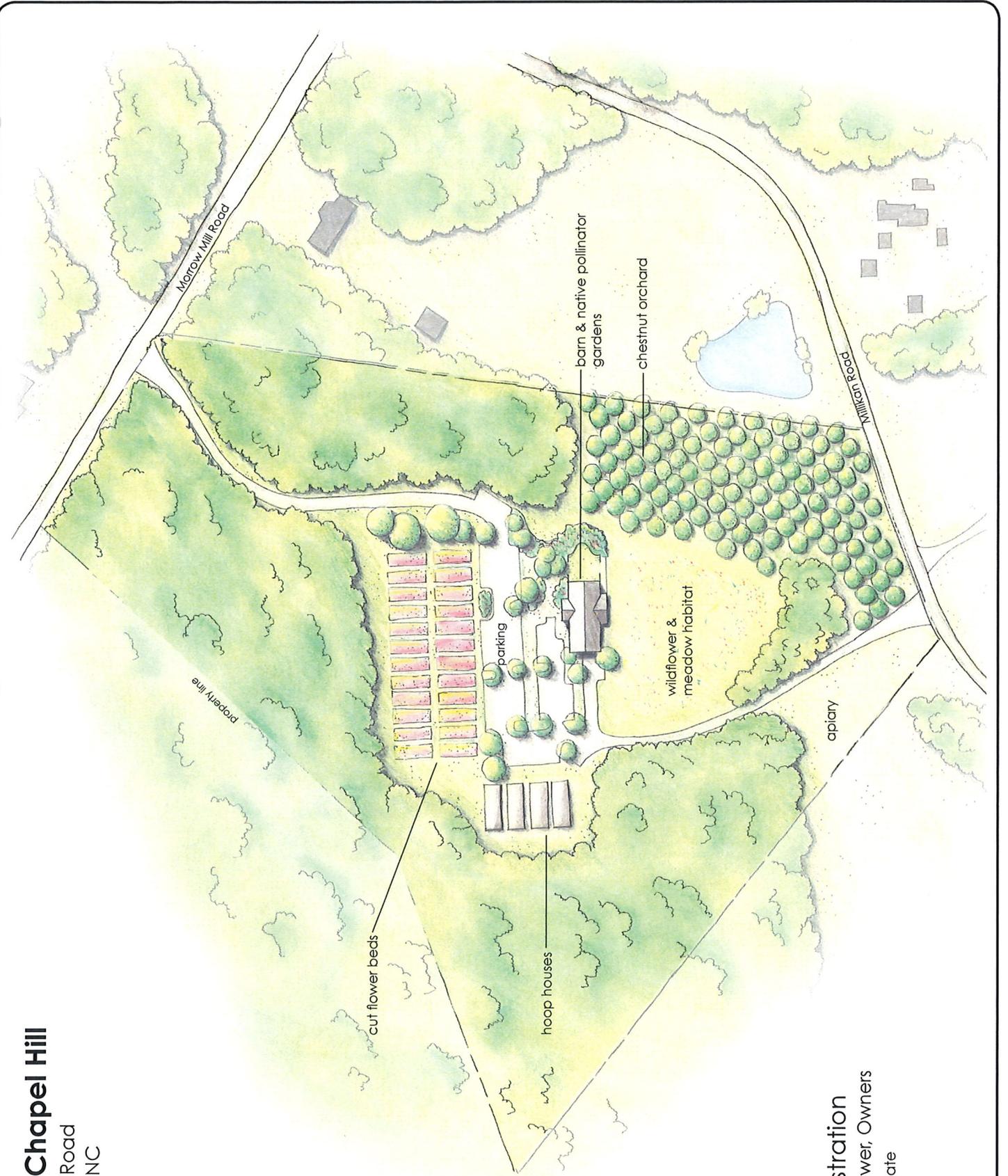
*"The long-term survival of agriculture in Orange County requires three key components: **keeping productive soils in operation, making farming more profitable, and producing new farmers and farm operations.** Non-farmers must also understand their role in sustaining the agricultural community. Farmers must be able to make a living off the land. Without economically viable agriculture, much of our rural character and its associated benefits to the community are lost, but with careful planning the growing population can contribute to the future of local agriculture as consumers for locally grown and value added farm products and as visitors for agritourism."*

Another advantage of incorporating agritourism into a farm plan is that enough income can be made to cover the high cost of purchasing land in Orange County as well as mitigating start-up and maintenance costs of a new farming operation. As noted in the county's Farmland Protection Plan, *"While these types of startup cost issues are affecting new farmers throughout the country, communities such as Orange County that are experiencing considerable residential growth are finding that land costs are creating a substantial obstacle in the effort to produce the next generation of farmers. It has become almost cost prohibitive for a young person, without family land, to pursue agriculture as an occupation."*

As a new farm, the Barn of Chapel Hill recognizes this changing face of agriculture and has developed a strong farm plan that does exactly what Orange County says is necessary for the long-term survival of agriculture: we are keeping productive soils in operation and are making farming more profitable by incorporating agritourism into the overall operational plan of the farm. Orange County has (and will continue to have) a quickly-growing population. New and current farmers can use this to their advantage by inviting and encouraging visitors to their farms, which not only can become a viable source of income for the farmer, but can also help educate the public about the importance of working farms.

The Barn of Chapel Hill

7316 Morrow Mill Road
Orange County, NC



Farm Plan Illustration
Kara and Chris Brewer, Owners

Scale is approximate
October 6, 2016



Cut Flowers: Zone A

Ten 4'x70' rows, plus three half rows (4'x40'). Spacing is as follows:

6-INCH (15-CM) SPACING



- 7 rows per bed.
- About 140 plants for every 10 linear feet.
- This tight spacing is recommended for lisianthus, and bombay celosia.

10 LINEAR FEET
(3M)

9-INCH (22-CM) SPACING



- 5 rows per bed.
- About 65 plants for every 10 linear feet.
- Great for sweet William, zinnias, basil, frosted explosion grass, snapdragons, ageratum, bupleurum, and honeywort. This spacing is used on 80% of our crops.

10 LINEAR FEET
(3M)

12-INCH (30-CM) SPACING



- 4 rows per bed.
- About 40 plants for every 10 linear feet.
- Great for bulky varieties like bells of Ireland, celosia, amaranth, scented geranium, perilla, and lavender.

10 LINEAR FEET
(3M)

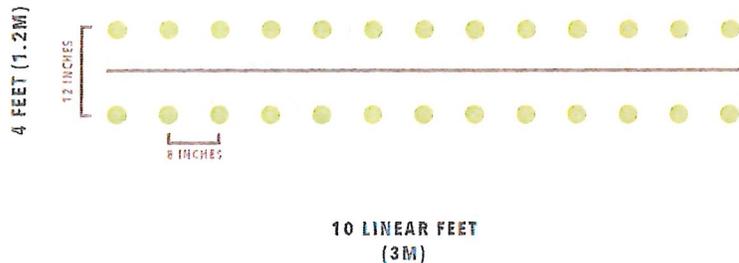
18-INCH (46-CM) SPACING



- 3 rows per bed.
- About 20 plants for every 10 linear feet.
- Great for large plants like branching sunflowers, salvia, leucantha, eucalyptus, and dahlias.

10 LINEAR FEET
(3M)

VINE SPACING



- 8-inches (20-cm) between plants in the row, with 12-inches (30-cm) between each row.
- 2 rows per bed, one on each side of the trellis.
- About 28 plants for every 10 linear feet (3m).
- Great for sweet peas, nasturtiums, love in a puff, and hyacinth bean.

- **Bed 1** Heirloom Chrysanthemums, 12 inch spacing, 4 rows per bed, needs flower netting--cut back to 6-8 inches in summer for optimum fall production. 280 total plants.
 - **200:** Honeyglow (25), Seatons (25), Annie girl (25), George Couchman (25), Rose Dew (25), Shock (25), Saffina (20), Shelbers (20), Coral Charm (10),
 - **80:** Fireflash (15), Crimson Tide (15), St. Tropez (15), Apricot Alexis (15), River City (10), Moira (10)
- **Bed 2** Divided between Heirloom Chrysanthemums (12 inch spacing) and Rudbeckia in front (also 12 inch spacing with netting). 280 total plants.
 - **100:** Yodgogimi (15), Mancetta Sunset (15), Matchsticks (15), Wisp of Pink (15), Aoi (15), Pumpkin (5), Norton Vic (10), Pearl Edward Shaw (10),
 - **70:** Kermit (10), Moonbeam (10), Kelvin (10), Saga (10), Evening Glow (10), Descanso (10), Coral Reef (10).
 - **110:** Rudbeckia Hirta "Cherry Brandy"
- **Bed 3** Snapdragons, Lemon Mint, Globe Amaranth, and Dusty Miller (9 inch spacing, netting for Snaps) 465 plants.
 - **256:** Snapdragon rocket (128), Snapdragon Madam butterfly (128)
 - **128:** Dusty Miller Candicans
 - **41:** Globe Amaranth
 - **40** Lemon Mint
- **Bed 4** Dahlias--plant two weeks after last frost, 18 inches apart, three rows. 140 plants.
 - **140:** 20 Maaran, 20 Cornell, 40 Coral, 10 black satin, 15 almond joy, 20 Ottos Thrill, 10 Hy Suntan, 5 Jowey Winnie
- **Bed 5** Dahlias--plant two weeks after last frost, 18 inches apart, three rows. 140 plants.
 - **140:** 30 Cafe Au lait, 20 Sherwood Peach, 20 Ben Hutson, 10 Sweet Love, 12 Dorothy, 10 Jowey Winnie, 8 Waltzing Matilda, 8 Snoho Doris, 5 Hamari Gold, 3 breakout, 3 small world, 3 Labyrinth, 3 Genova, 5 Kenora Lisa

- **Bed 6** Dahlias and Eucalyptus, 18 inches apart, three rows. 140 plants.
 - **35:** Dhalia: 20 Cornel Bronze, 10 Kenora Lisa, 5 Appleblossom
 - Eucalyptus: 105 Silver Drop
- **Bed 7** Lisianthus-6 inch spacing, 980 plants
 - 250 Lisianthus Arena, 120 Lisianthus Echo, 120 Lisianthus ABC, 120 Lisianthus Magic, 120 Lisianthus Corelli, 125 Lisianthus Falda, 125 Lisianthus Doublini
- **Bed 8** Branching Sunflowers, 18 inch spacing, 140 plants.
 - 50 Starburst Panache, 50 greenburst, 40 Forenza
- **Bed 9** Single Stem Sunflowers, 9 inch spacing, 465 plants.
 - 150 Procut Bicolor, 150 Sunrich Gold, 165 Sunrich Orange
- **Bed 10** Zinnias, 9 inch spacing, 465 plants
- **Bed 11** (Half bed) Scabiosa, 9 inch spacing, 260 plants,
 - Blue Scabiosa fama, White Scabiosa Fama
- **Bed 12** (Half bed) Snapdragons, 9 inch spacing, 260 plants
 - Snapdragon rocket, Snapdragon Madam butterfly
- **Bed 13** (Half bed) Prepped but left open for trying new varieties during the season.

Cut Flowers: Zone B

Eight 4'x70' rows,

Two additional rows prepped for late fall plantings

- **Bed 1** Cosmos, 12 inch spacing, needs flower netting. Plant half in front after last frost, plant the other half a month later. 280 plants
 - 70 Rubenza (40 in April, 40 in May)
 - 70 Seashells (40 in April, 40 in May)
 - 70 Double Click (40 in April, 40 in May)
 - 70 Versailles (40 in April, 40 in May)
- **Bed 2-5** These beds are a little off in spacing. Bed 2 and 3 are for vining plants (1 row on each side of the trellis, 196 plants per trellis/bed), beds 4 and 5 are currently the tulips. Once the tulips are out, we will slightly adjust the spacing between beds 4 and 5, extend the row to 70 feet, and plant zinnias and celosia (9 inch spacing, 465 plants per bed).

- **Bed 2** Sweet Peas early in the season (not sure if they will do well in NC's heat, but will try), and cup and saucer vine. 196 plants total
 - 60 Sweet Pea Jilly, 60 Sweet Pea Sunshine Champaign, 23 Sweet Pea Erewhon, 23 Sweet Pea Dynasty
 - 30 Cup and Saucer Vine

- **Bed 3** Sweet Peas, Nasturtium, and love in a puff vine. 196 plants total.
 - 45 Nasturtium
 - 45 Love in a Puff
 - 40 Sweet Pea Mr. P, 40 Sweet Pea Gwendolyn, 26 Sweet Pea Joyce Stanton

- **Bed 4** Currently tulips (2,310), will be replaced by Zinnia and grasses later in the summer, 9 inch spacing, 465 plants
 - Tulips: 100 La Belle Epoque, 60 Sensual Touch, 550 Abigail, 550 Black Hero, 500 Copper Image, 550 Professor Rontgen
 - Zinnia: 50 Oklahoma Ivory, 50 Queen Red Lime, 50 zinderella lilac, 50 Zinderella Peach, 50 Benary, 50 Oklahoma mix, 50 scabiosa mix
 - 40 Feathertop Grass
 - 40 Craspedia
 - 35 Nigella

- **Bed 5** Celosia and Amaranath, 12 inch spacing, 280 plants.
 - Celosia: 50 chief mix, 50 crushed berries, 50 plume mix, 50 ruby parfait
 - Amaranth: 40 coral Fountain, 40 Green Tails

- **Bed 6** Bells of Ireland and Erygium, 12 inch spacing, total of 280 plants
 - 160 Bells of Ireland
 - 120 Erygium

- **Bed 7** Iceland Poppies, Stock, and Dusty Miller: 9 inch spacing, 465 plants.
 - Poppies: 100 Champagne Bubbles, 100 Hummingbird
 - Stock: 50 Cherry Blossom, 50 Katz Mix, 50 Yellow
 - Dusty Miller; 115 New Look

- **Bed 8** Eucalyptus, 18 inches apart, three rows. 140 plants

Seasonal Planting Schedule

Spring

March and April

- Hardy, Half-Hardy annuals (Snapdragons, Bells of Ireland, Queen Anne's Lace, Iceland Poppies, Larkspur, Love-in-a-mist, etc.). Seeds started in the barn in March, and planted out in April.
- Warm weather/tender annuals (celosia, dahlias, zinnias, etc.) seeds started in the barn at the beginning of April, and planted out at the end of April

Summer

Succession Plantings. Note on succession plantings:

- "Cut and come again" bloomers produce large amounts of flowers and foliage over a long period of time--the more they are harvested, the more blooms they produce. Because they are so productive, fewer succession sowings are required. Each of the following have only three sowings, three weeks apart: Zinnias, Cosmos, Gomphrena, Pampas Plume Celosia and Basil.
- "Medium producers" are very productive, but need to be replanted more often than the flowers above. Amaranth and branching Sunflowers will be planted every three weeks.
 - Last planting date for Amaranth in 2017 (based on average first fall frost) will be **August 10th**. Last seed start in the Barn will be **July 16th**.
 - Last planting date for branching sunflowers is **August 23rd**. Last seed start in the barn is **August 6th**.
- Single stemmed Sunflowers produce one bloom per plant.. For a full summer harvest, plant every two weeks.
 - Last planting dates for single-stemmed Sunflowers (based on average first fall frost) is **August 23rd**. Last seed start in the barn is **July 30th**.

Late Fall

Daffodils/Narcissus (order late summer, plant as soon as they arrive in fall)

- Bridal Crown, Flower Drift, Orangery, Petite Four, Pink Charm, Sir Winston Churchill, Tahiti

Tulips (prechilled)

- Charming Beauty, Bright Red Parrot, Professor Rontgen, Rococo, Yellow Pomponette, Black Hero, Copper Image, La Belle Epoque, Abigail, Sensual Touch

Anemone (each corm will produce 15-20 stems--hoop house or low tunnel is needed, keep under a double layer of Agribon fabric if very cold)

- Galilee series (stem length 18 inches plus, includes panada anemone)

Ranunculus (hoop house or low tunnel needed--each corm will produce 10-12 stems)

- La Belle Series (Salmon, Champagne, Orange, Pink Picotee, Pastel Mix) and maybe Amandine series.

Seed Starting and Plug Ordering Schedule

Average Last Spring Frost for Chapel Hill/Orange County: **April 15th**

Average First Fall Frost for Chapel Hill/Orange County: **Oct. 23rd**

January/February

Prepare! Finalize the year's seed orders, planting schedules, etc.

March/April

- Bells of Ireland (90-110 days to maturity)
 - difficult to start as seeds, order plugs in December and plant upon arrive (for 2017, coming at the end of March)
 - **For 2017: Plant plugs upon arrival** (store no longer than 2 days in the barn), **direct sow April 17th (2 plantings)**
 - Harvest regularly to promote bloom of side shoots
- Queen Annes's Lace (Ammi Maju-65-75 days to maturity)
 - 7-15 stems per plant, make 2-3 successive sowings 2 weeks apart for a continuous summer harvest
 - **For 2017: Seed start in the barn March 19th, April 2nd and April 16th**
- Snapdragon
 - 3-5 days to sprout, 3 plantings, about 3 weeks apart. Cold tolerant, so plant out about a month before last spring frost.
 - **For 2017: Plant plugs March 15th. Seed Start in the barn April 26th, and April 16th.**
- Iceland Poppies-bloom six weeks after going into the ground
 - **For 2017: Plant plugs March 15th.** Seed Start in the barn in August (overwinter for 2018).
- Sweet Peas- For 2017: **Try an early spring seed start in the barn March 19th and March 26th** (although really should be planted in fall in our warmer climate) Plant out early April. Seed start in the barn again in October (overwinter for 2018).
- Cosmos-seed start 2 weeks before last spring frost. Two sowings, a month apart.
 - **For 2017: Seed Start in the barn March 31 and April 24th**
- Dahlia-wait 2-3 weeks after last spring frost before planting--store tubers in the barn until then.
 - **For 2017: Plant April 30th.**
- Basil-3 sowings, 3 weeks apart.
 - **For 2017: Seed start in the barn April 2nd, April 23rd, and May 14th.**
- Celosia-3 sowings, 3 weeks apart
 - **For 2017: Seed start in the barn April 2nd, April 23rd, and May 14th.**
- Gomphrena--3 sowings, 3 weeks apart
 - **For 2017: Seed start in the barn April 2nd, April 23rd, and May 14th**

- Zinnias
 - **For 2017: Seed start in the barn April 2nd, April 23rd, and May 14**
- Rudbeckia
 - **For 2017: Plant plugs when they arrive the week of March 26th. Seed start in the barn March 19th and plant out by Mid-April.**
- Heirloom Chrysanthemum
 - **For 2017: Plant rooted cuttings into the field when they arrive at the end of April.**
 - Cut back plants to 6-8 inches in the summer, and use flower netting for support.
- Amaranth
 - **For 2017: Seed start in the barn April 2nd, April 23rd, May 14, June 4th, June 25th, July 16th.**
- Sunflowers
 - **For 2017, direct seed all varieties the last week of April. In addition:**
 - For Branching Sunflowers, seed start in the barn **April 2nd, April 23rd, May 14, June 4th, June 25th, July 16th, August 6th.**
 - For Single Stem Sunflowers seed start in the barn **April 2nd, 16th, 30th, May 7th, 21st, June 4th, 18th, July 2nd, 16th, 30th.**
- Vines
 - Nasturtium (**for 2017 seed start in barn April 2nd**)
 - Love in a Puff Vine (**for 2017 seed start in barn April 2nd**)
 - Cup and Saucer (**for 2017 seed start in barn April 2nd**)

May/June/July

- Basil, Celosia, Zinnia and Gomphrena (see above, for **2017 final seed start in the barn is May 14th**).
- Amaranth (see above, for **2017 final seed start in the barn is July 16th**.)
- Single-Stem Sunflower (see above, for **2017 final seed start in the barn is July 30th**).

August

- Iceland Poppies
 - **For 2017: Seed Start Aug 20th, plant out a month later (one month before first frost)**
- Branching Sunflowers (see above for **2017 final seed start in the barn is August 6th**.)

September/October

- Sweet Peas
 - For 2017: Seed Start **Oct. 22** and **Oct 29**. and plant out 2 weeks later. Cover with frost cloth for early spring blooms.

≡ Menu



ABOUT US

OUR STORY OUR STAFF

The Barn of Chapel Hill at Wild Flora Farm is a twenty-two acre family farm and floral design studio located only 12 miles from downtown Chapel Hill. We specialize in cut flowers, honey, chestnuts, educational farm tours, floral workshops, and weddings.



Built in 1864 in Marcy, New York, our **historic barn** was relocated to the farm in the fall of 2016. The beautiful hand-hewn hemlock beams of the original structure remained intact, and additional square footage was added to fully modernize the space for farm events and to allow for the proper storage and processing of our agricultural products and equipment.

The farm's flower fields and orchards create a stunning backdrop for wedding **ceremonies, receptions**, and other **special events**, while also providing fresh cut flowers that can be professionally arranged by our in-house florist.

As a flower and tree farm, The Barn of Chapel Hill supports state and national efforts to protect pollinators, and we established an apiary in the spring of 2016. Proceeds from the honey produced on the farm are donated to local children's charities and the **Michael J. Fox Foundation for Parkinson's Research**.

The Barn of Chapel Hill at Wild Flora Farm is excited to be a part of the state's growing Agritourism industry, and we are proud members of the **Carolina Farm Stewardship Association**, the **NC Agritourism Networking Association**, the **Association of Specialty Cut Flower Growers** and the **National Young Farmer's Coalition**.

By supporting The Barn of Chapel Hill, you are supporting family farming, local agriculture, and the preservation of farmland in Orange County. [Contact us](#) today for more information about our farm, to [plan a visit](#), or to book your [wedding](#) or [special event](#)!



DANELL BEEDE PHOTOGRAPHY



[ABOUT](#)

[FLOWERS](#)

[WEDDINGS](#)

[DISCOVER](#)

[BLOG](#)

[CONTACT](#)

May 26, 2017

Mr. Michael Harvey
Current Planning Supervisor
Orange County

Mr. Harvey,

Thank you for your letter dated May 15, 2017 notifying me about reports concerning a wedding event held at Wild Flora Farm on May 7, 2017. The primary concerns conveyed in those reports were apparently related to noise complaints and the event hours.

As noted in your letter, the Sheriff's department investigated and determined no noise ordinance violation had occurred. In fact, the Sheriff's report (attached) expressly states that the responding Deputy attempted to take a noise level reading, but the sound meter did not register any noise.

With respect to event hours, our Rural Special Event Permit allowed for the May 7, 2017 event to operate up to 11:00pm and we complied with that requirement. The caterers started breaking down the food service by 10:30. The band played their last song at or around 10:45pm or 10:50pm. The bride and groom were sent off just before 11:00pm. The event was over at 11:00pm. The last shuttle back to Chapel Hill left shortly thereafter, as did all those who drove themselves. By approximately 11:15pm, all guests had left the property, while the caterers and band completed their break-down. The band and caterers departed around 11:30pm to 11:40pm. I was present during their break-down and can confirm that there were no undue noises made in this process. For example, there is no dumpster on the property. I was the last person on the property and left around 11:50pm. It should also be noted that by 10:30pm, a significant portion of the guests had already left the event.

Thank you for the opportunity to clarify these points. We will continue to work with the County to ensure that our events meet the terms of the permit. If you would like any additional information about the May 7, 2017 event, please let me know.

Yours truly,

Kara Brewer

Kara Brewer

INCIDENT/INVESTIGATION REPORT

Orange County Sheriff's Office

OCA
 17-05240

Status Codes	L = Lost S = Stolen R = Recovered D = Damaged Z = Seized B = Burned C = Counterfeit / Forged F = Found										
	DCI	Status	Quantity	Type Measure	Suspected Type	Check up to 3 types of activity for each					
					Possess	Buy	Sale	Mfg	Importing	Operating	
D R U G S											

O F F E N D E R	Offender Used		Offender 1			Offender 2			Offender 3			Primary Offender Resident Status <input type="checkbox"/> Resident <input type="checkbox"/> Non-Resident <input type="checkbox"/> Unknown
	Alcohol/Drugs	<input type="checkbox"/> Yes <input type="checkbox"/> Unk <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A	Age:	Race:	Sex:	Age:	Race:	Sex:	Age:	Race:	Sex:	
	Computer	<input type="checkbox"/> Yes <input type="checkbox"/> Unk <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A	Offender 4			Offender 5			Offender 6			
			Age:	Race:	Sex:	Age:	Race:	Sex:	Age:	Race:	Sex:	

S U S P E C T	Name (Last, First, Middle)				Also Known As				Home Address					
	Occupation				Business Address									
	DOB. / Age		Race	Sex	Hgt	Wgt	Build	Hair Color	Hair Style	Hair Length	Eye Color	Glasses		
	Scars, Marks, Tattoos, or other distinguishing features (i.e. limp, foreign accent, voice characteristics)													
	Hat		Jacket		Shirt/Blouse		Tie/Scarf		Coat/Suit		Pants/Dress/Skirt		Socks	Shoes
	Was Suspect Armed?		Type of Weapon				Direction of Travel				Mode of Travel			
	VYR	Make	Model	Style	Color	Lic/Lis	VIN							

WIT NESS	Name (Last, First, Middle)				D.O.B.	Age	Race	Sex	Mobile Phone
	Home Address				Home Phone	Employer			Phone

Suspect Hate / Bias Motivated: Yes No *Unknown (Offender's motivation not known)*

N A R R A T I V E	ON THE ABOVE LISTED TIME AND DATE THERE WAS A LOUD NOISE COMPLAINT DUE TO THE WEDDING VENUE ON MORROW MILL ROAD. NOISE READER WAS USED AND THERE WERE NO READINGS FROM THE DEVICE.
---	--

VIA EMAIL

July 27, 2017

Michael Harvey
Current Planning Supervisor
Orange County
P.O. Box 8181
Hillsborough, NC 27278
mharvey@orangecountync.gov

Re: July 19, 2017 Educational Workshop Event

Mr. Harvey:

I am writing to provide information regarding the educational workshop event held at Wild Flora Farm on Wednesday, July 19, 2017 from approximately 6:30pm to 9:30pm.

My understanding is that this event was organized by Mayne Pharma US based in Raleigh, NC, and Wild Flora Farm was specifically selected because they wanted to provide their attendees with an experiential education outing on a North Carolina farm.

Approximately forty guests arrived at or around 6:30pm by shuttle. Mrs. Brewer lead farm tours to the apiary and around the flower fields in groups of about ten until a light, catered dinner was served at or around 8:00pm. During dinner, Mrs. Brewer gave presentations to each table on bees and the observational bee hive installed in the barn wall. Counting time for Q&A and honey tastings, she spent between 10-20 minutes with each table.

In addition to learning about the various ornamental flowers grown on the farm, guests were able to enjoy their beauty during dinner as decorative arrangements were provided by Wild Flora Farms at each table. Those arrangements were comprised of flowers grown right there on the farm, except for the dahlias. The dahlias at Wild Flora Farm had not yet bloomed, so they were sourced from another local farm about five miles away.

The guests left by shuttle, which had departed the property by 9:45pm. Caterers and support staff were gone shortly after 10:00pm.

I have included several images from the event in support of this letter response:



Guests at the July 19, 2017 educational workshop learned about beekeeping and local flower farming. Per the BOA's April 4, 2017 Order, such activities are exempt from zoning compliance.

Please contact me at your convenience if you have any questions or need any additional information.

Yours truly,

Andrew J. Petesch

enclosures

cc: James Bryan, Assistant County Attorney (by email)
Kara Brewer (by email)

VIA EMAIL

June 27, 2017

Michael Harvey
Current Planning Supervisor
Orange County
P.O. Box 8181
Hillsborough, NC 27278
mharvey@orangecountync.gov

Re: June 24, 2017 Educational Workshop Event

Mr. Harvey:

I am writing to provide information regarding the educational workshop event held at Wild Flora Farm on June 24, 2017 from approximately 12:00pm to 2:00pm.

The event featured a book launch by a local writer as an anchor to host a variety of educational workshops conducted by Wild Flora Farm staff, including:

- *Bee Education Learning Center* – offered honey tastings, unveiling of the Farm’s observational hive installed in the barn, lessons on the internal functioning of the hive, and pollinator garden walks. It is notable that last week was National Pollinator Week (<http://pollinator.org/pollinatorweek>).
- *Floral Corsage Making* – using flowers and greenery from Wild Flora Farm’s fields as well as another local flower farm, participants learned about local flower identification and flower arranging.
- *Sempervivum* (Succulent) Potting Station – succulents are especially fun for kids to grow, as they produce many offsets that can be easily replanted.

The book itself is deeply connected to agriculture. Titled Cultivate What Matters, the book is

[w]ritten as part encouragement anthem and part practical guide, *Cultivate* offers wisdom from God’s Word alongside lessons Lara has learned in her garden. Woven throughout is her personal story that helps release readers from the pressure to achieve and gives them freedom to move from planning to planting a meaningful legacy. “It’s in the imperfect—the mess of the dirt—that good things grow,” Casey reminds readers. “Peonies grow through the dirt, and so do we.” Readers will learn to embrace the season they’re in, finding balance as they interact in fresh ways with their current life scenarios, with God, and in the communities where they are planted.

https://smile.amazon.com/Cultivate-Grace-Filled-Guide-Growing-Intentional-ebook/dp/B01CXE9L8W/ref=sr_1_1?ie=UTF8&qid=1498586327&sr=8-1&keywords=cultivate+what+matters

Lara Casey authored a motivational/live-your-best-life book strongly rooted in faith, which uses gardening as the main theme throughout the book. While Lara Casey is also founder of Southern Weddings Magazine, weddings were not a focus or formal part of the event in any way. Her staff thought Wild Flora Farm would be the perfect place to host the book launch because of the Farm's ability to provide educational workshops and create learning centers for attendees (including the many kids in attendance).

Combining a book that connects lessons learned from gardening and growing plants to life strategies with the Wild Flora Farm's agricultural activities provided an enriching and educational experience for the attendees. Approximately 50-60 people, including staff, were present.

Lemonade and Italian ice were provided. A musician played acoustic guitar inside the barn for approximately one hour during the event. Decorative flower arrangements used at the event were provided by Wild Flora Farms.

Please contact me at your convenience if you have any questions or need any additional information.

Yours truly,

A handwritten signature in cursive script, appearing to read "Andrew J. Petesch".

Andrew J. Petesch

enclosures

cc: James Bryan, Assistant County Attorney (by email)
Kara Brewer (by email)

VIA EMAIL

May 31, 2017

Michael Harvey
Current Planning Supervisor
Orange County
P.O. Box 8181
Hillsborough, NC 27278
mharvey@orangecountync.gov

Re: Initial Notice of Zoning Violation – Case No. ZEV17-0006

Mr. Harvey:

I am responding to your letter dated May, 5, 2017 informing my client, Kara Brewer, of an initial notice of violation with respect to a small event for a total of 12 individuals held at Wild Flora Farm and the Barn of Chapel Hill on April 27, 2017. You made a determination that a workshop held by the Elder Innovators of the Triangle was not educational, but rather a retreat.

Mrs. Brewer respectfully disagrees with that conclusion, but understands that she may not have submitted sufficient information to Staff as to the educational aspects of the event. I would note that the event featured Elizabeth Isele¹ of the Global Institute for Experienced Entrepreneurship as a special guest to provide facilitation, education, and training to the Elder Innovators of the Triangle attendees.

The Orange County UDO defines “retreat center” as a “new or existing facility operated by a corporation or association of persons or churches for social and recreational purposes. A retreat center may be owned by a profit or not-for-profit corporation.” (emphasis added). The Elder Innovators of the Triangle event was not a social or recreation event, as the attached images plainly show.

Nevertheless, Mrs. Brewer will endeavor to better inform Staff of pertinent details relating to farm and agritourism events going forward to assist Staff in evaluating whether or not complaints are meritorious.

Yours truly,



Andrew J. Petesch

attachments

cc: James Bryan, Assistant County Attorney (by email)
Kara Brewer (by email)

¹ <http://www.experieneurship.com/elizabeth-isele.php>



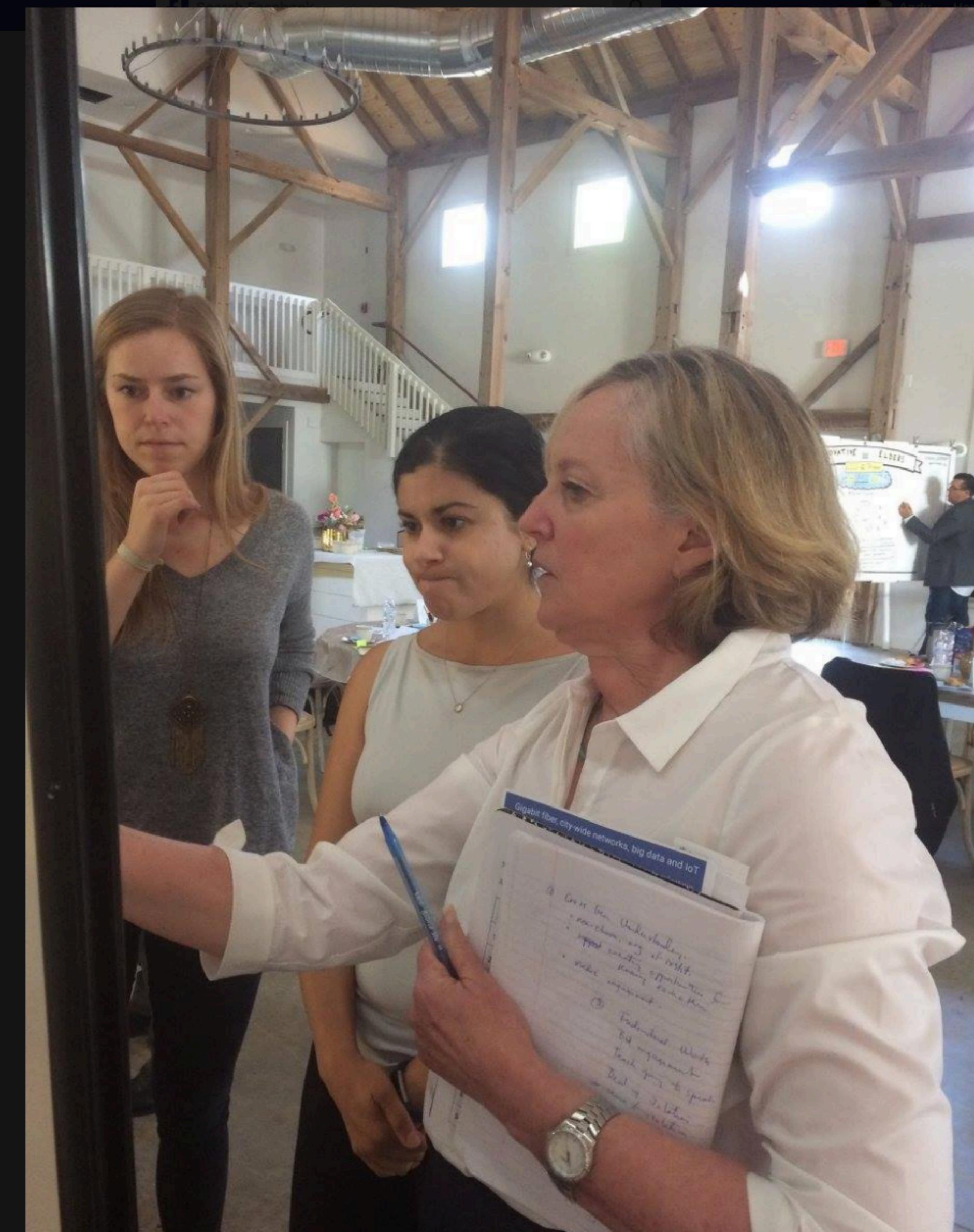
Elder Innovators of the Triangle

Like This Page · May 3 · Edited ·

The finest teachers teach by listening. Elizabeth watching the teams at the mini-summit figure out the next steps for the Elder Innovators. Stay tuned for more on this story.

Like Comment Share

1



Elder Innovators of the Triangle

Like This Page · April 29 ·

Break outs sessions can free ideas. Listening, teaching and thinking. — in Eli Whitney, North Carolina.

Like Comment Share



Gigabit fiber, city-wide networks, big data and IoT

1. Cross the understanding...
- research, say at 15%
- support existing...
- make...
2. Individual works...
- bid...
- teach...
- deal...
- make...



7) ANALYZE Individual

STORIES -



8) ^{SECOND} Help Individuals RECOGNIZE their PURPOSE



9) TROUBLE-SHOOTING TECHNOLOGY



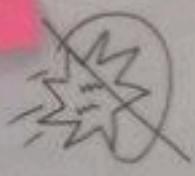
10) REDEFINING HOME

11) Cross-generational

MENTORING/VALUES FOR BUSINESS



12) REMOVE FEAR



13) ^{FIRST} Cross-generational

UNDERSTANDING

- TECHNOLOGY

- OTHER ISSUES





