

# **Red Post Farms LLC - Business Plan (Core)**

## **I. Executive Summary**

Red Post Farms LLC is a veteran-owned, Colorado-based agricultural startup dedicated to establishing a regenerative, zero-waste farm system rooted in sustainable land stewardship and rural food security. Actively seeking a minimum of 80 acres for development, our vision is to create a closed-loop, eco-efficient operation that integrates rotational livestock, vermiculture, microgreens fodder production, and solar-powered infrastructure. As a disabled veteran, I bring the discipline, resilience, and mission-driven focus of military service to every facet of this project-from concept to execution. Red Post Farms is more than a business venture; it is a scalable model for self-sufficiency, environmental renewal, and community empowerment through sustainable agriculture and veteran-led leadership.

## **II. Business Description**

Red Post Farms LLC is a Colorado-registered Limited Liability Company founded to advance sustainable, veteran-led agriculture through regenerative, zero-waste practices. Our goal is to acquire and develop a minimum of 80 acres of agricultural land to establish a self-contained, eco-efficient farming system that meets both environmental and community needs. Our approach integrates multiple synergistic systems: rotational livestock grazing (including chickens, goats, cattle, and hogs), vermiculture for high-quality compost production, on-site microgreens for fodder, and solar-powered infrastructure to minimize energy reliance. Red Post Farms is not simply an agricultural enterprise-it is a mission-driven effort to demonstrate how veteran leadership, ecological stewardship, and rural economic development can intersect. Our long-term goals include building residential and dormitory-style employee housing on-site, offering meaningful employment to underserved populations (particularly fellow veterans), and becoming a replicable model of how regenerative agriculture can transform communities. With a commitment to sustainable land management, rural revitalization, and food sovereignty, Red Post Farms LLC stands as a

forward-looking enterprise ready to contribute to Colorado's agricultural future.

### **III. Market Analysis**

Colorado's agricultural industry is a key contributor to the state's economy, generating over \$47 billion annually in economic activity and employing more than 195,000 people. The state supports over 38,000 farms and ranches, with approximately 31 million acres in agricultural production. According to the 2017 USDA Census of Agriculture, over 370,000 U.S. farmers and ranchers identified as veterans, with about 4,300 in Colorado. Red Post Farms aims to address this gap by modeling a veteran-led farm that provides employment, mentorship, and housing for transitioning service members and rural residents.

### **IV. Organization & Management**

Red Post Farms LLC is a registered LLC in Colorado, solely owned and managed by disabled U.S. military veteran Wiley Post. Wiley Post brings discipline, leadership, and logistics experience from military service to every aspect of the farm's development. The farm will grow to include a veteran-preferred workforce and management succession plan, with operational protocols rooted in USDA/FSA alignment.

### **V. Products & Services**

Red Post Farms will offer pasture-raised livestock products, organic compost and liquid fertilizer, microgreens, and educational programs. A future CSA and agritourism branch will support community engagement and food access.

### **VI. Marketing & Sales Strategy**

Multi-channel sales strategy includes farmers markets, CSA subscriptions, restaurant partnerships, veteran networks, and local retailers. Marketing will emphasize sustainability, transparency, and veteran-led identity.

## **VII. Operational Plan**

Phased development plan from land acquisition to full production over 3-5 years. Includes housing, fencing, solar infrastructure, compost systems, and scaling livestock and workforce.

## **VIII. Financial Plan**

Estimated startup budget of \$1.07 million, funded through USDA loans, grants, and private investment. Diverse income streams and lean operations aim for breakeven in Years 3-4.

## **IX. Risk Management**

Risks addressed: climate, livestock health, market volatility, labor, and founder continuity. Mitigation includes USDA insurance, redundancy, staff housing, and closed-loop design.