**🌱 M & M’s Mountain Botanicals**

**Business Plan: Herb & Specialty Crop Farm**

**1. Executive Summary**

We are Marissa and Matt, a husband-and-wife team creating a sustainable farm that blends **mechanical expertise, botanical innovation, and community connection**. Matt brings decades of mechanic skills to maintain farm infrastructure, equipment, and irrigation systems. Marissa combines a passion for growing medicinal herbs with professional experience in **marketing, graphic/web design, and community outreach**, ensuring the farm is both productive and visible.

Our vision is to build a **climate-smart farm** rooted in ecological stewardship and unique crop diversity. We will cultivate vanilla vines in year-round growing spaces, medicinal herbs for supercritical CO₂ extraction, and sweetgrass for planter starts and braids—alongside food crops and chickens for diversity. A portion of the land will be dedicated to tree planting as a simple yet powerful way to capture carbon, restore habitat, and contribute to climate resilience. By combining practical skills with creative business development, we aim to grow a thriving farm that nourishes people, the land, and the future.

**2. Mission & Vision**

**Mission:** Cultivate herbs, botanicals, and specialty crops using sustainable practices, while building a farm that nourishes people and the land.
**Vision:** A restorative farm that grows **unique botanicals for extracts**, develops **year-round greenhouse production for vanilla vines and herbs**, and provides **sweetgrass for both planter sales and traditional braids**, supported by food crops, chickens, and long-term tree planting for carbon capture.

**3. Goals**

* Establish year-round growing space for vanilla vines and medicinal herbs.
* Cultivate sweetgrass for live plant sales and braided bundles.
* Introduce chickens for soil fertility, eggs, and diversity.
* Focus on **supercritical CO₂ extraction** for premium herbal and vanilla products.
* Use **sustainable greenhouse systems** (climate-battery technology, compost heat recovery) to extend the season, reduce energy inputs, and conserve water.
* Maintain organic-minded practices with soil, water, and ecological care, eventually seeking organic certification.

**4. Skills & Strengths**

* **Matt (Mechanic/Builder):** Skilled in mechanical repair, irrigation systems, and infrastructure building. Ensures smooth, efficient operations.
* **Marissa (Botanicals/Branding):** Expertise in crop planning, herbal cultivation, and CO₂ extraction for high-value botanicals. Strong background in **marketing, web design, and community outreach** to build visibility and customer connection.
* **Team Strength:** Together we balance **hands-on mechanical reliability** with **creative business and outreach skills**, positioning us to grow, market, and sustain a profitable, community-rooted farm.

**5. Production Plan**

* **Short-term (Year 1):** Prepare soil, plant test plots of medicinal herbs, establish sweetgrass starts, and introduce a pilot chicken flock.
* **Mid-term (Years 2–3):** Construct a greenhouse/hoop house using climate-battery and compost heat recovery systems to support year-round vanilla vines and herb production; scale herb cultivation; begin small-batch CO₂ extraction.
* **Long-term (Years 4–5):** Expand greenhouse capacity, deepen sustainability practices, secure wholesale contracts, and develop branded botanical products (extracts, braids, starts). Dedicate a portion of land to tree planting for carbon capture and habitat restoration.

**6. Why Supercritical CO₂ Extraction**

We have chosen **supercritical CO₂ extraction** rather than steam distillation, as it offers clear environmental and quality advantages:

* **Water-Smart:** Requires no large water inputs, essential in Colorado’s dry climate.
* **Eco-Friendly:** Uses recyclable CO₂, with no toxic residues.
* **Superior Quality:** Preserves delicate compounds often lost in heat distillation.
* **Efficient & Scalable:** Yields more concentrated extracts, reducing waste.
* **Premium Market Appeal:** Growing demand in herbal, wellness, and cosmetic markets.

This approach aligns our production with **sustainability, water conservation, and premium quality**, ensuring resilience for the farm and the land.

**7. Market Opportunities**

* **Local Markets:** Farmers’ markets, herbal shops, spiritual and wellness stores (sweetgrass braids, planters).
* **Wholesale Contracts:** Botanicals for extraction or resale.
* **Value-Added Products:** CO₂ extracts, live planters, braided sweetgrass.
* **Niche Crops:** Vanilla (rare in Colorado), lavender, mint, chamomile, sweetgrass (high cultural demand).

**8. Sustainability & Stewardship**

* Restore soil health with cover crops, compost, and natural amendments.
* Use water responsibly with drip irrigation and efficient systems.
* Maintain organic-qualifying practices with the goal of certification.
* Integrate chickens for natural pest control, eggs, and soil fertility.
* Incorporate greenhouse energy loops (climate battery + compost heat) to extend the season sustainably.
* Dedicate a portion of land to **tree planting** as a practical way to capture carbon, provide habitat, and contribute to climate resilience.

**9. Financial Outlook (Lean Start)**

* **Startup Costs:** Tools, irrigation, greenhouse/hoop house, seed/plant stock, chickens.
* **Revenue Streams:**
	+ Sweetgrass (starts, braids)
	+ Herbs (fresh, dried, CO₂ extracts)
	+ Vanilla (long-term premium crop)
	+ Chickens (eggs, compost, fertility support)
* **Growth Strategy:** Reinvest early profits into expanding greenhouse systems and CO₂ extraction capacity for long-term sustainability and profitability.