

Frontier Market

FARM. FRESH. LOCAL.

Layton Schur- Owner/Operator

Changing the Family Farm to
Sustain the Family Farm





Alternative Farming?

Exploring innovative approaches to agriculture and discovering alternative income streams within a more compact framework.

Where do we fit?



THINK
OUTSIDE
THE
BOX

“That’s the way
we have always
done it”

OR

“That's the
reason they did
it...”



The Woman in The Red Dress



Some of my
Red Dresses
turn into...



Beef is in the
Family

Beef

This is the Origin

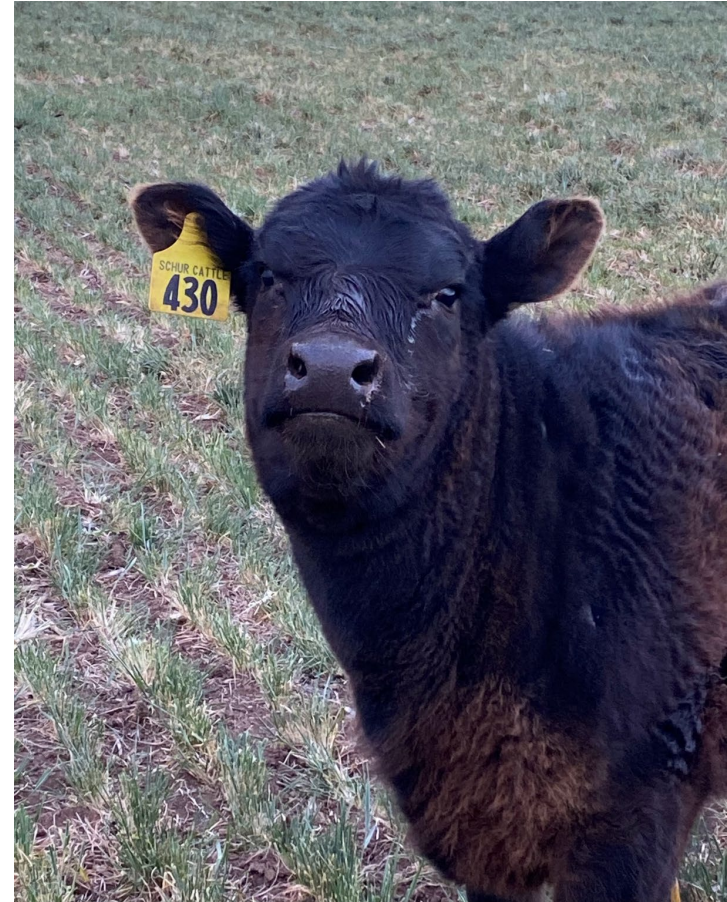
- Direct beef sales represent the pinnacle of profitability for average to below-average cattle.
- Feasible only with substantial herd size.
- Requires significant infrastructure investment.
- Emphasizes the value of quality.



Margin Matters

When you control every aspect, it's about pushing limits to the max.

- Efficiency of cattle and Cost of Gain influence overall costs.
- **Strategic kill dates optimize returns.**
- Accurate estimation of cattle's time on feed is crucial.
- A 1,600 lb steer yields about 28% more than a 1,250 lb one
- $(1600 \times .37) = 592 \times 7.5 = \4440
- $(1250 \times .37) = 462.5 \times 7.5 = \3468.75
- **\$972** dollar difference in a retail setting





Vegetables?



Why a Storefront?

Downtown Plainview
518 Ash Street

Started Market Garden 2021



The Big Ones

Your product must surpass the standards set by typical grocery store offerings.

- Tomatoes (Home Grown)
- Sweet Corn
- Lettuce
- Spinach
- Black Eyed Peas
- Carrots
- Beets
- Radish
- Broccoli
- Green Beans



What makes a profitable market garden?

1. Rapid Growth, Speed, Speed, Speed
 2. Multi-Cycle Harvesting
 3. Continuous Harvesting
 4. High-Value Crops
- What crops do you consider high-value?



Vegetables

| Fast Rotation | Slow Rotation |
|---|--|
| < 45 Days | > 45 Days |
| Radishes, Turnips, Carrots, Kale, Lettuce, Spinach, Arugula, Collard Greens, Beets, | Sweet Corn, Cabbage, Broccoli, Black Eyed Peas, Green Beans, Melons, Squash, Winter Squash, Pumpkins, Onions, Garlic, Berries, Asparagus |
| Higher Value | Lower Value but gets people in the door |

Sweet Corn Loved by all but constant supply is weather permitting

- 20,000 Plants per Acre
- Achieving 75% Harvest Yield
- Resulting in 12,000 Ears per Acre (15,000 x 0.8)
- Weekly Sales of Approximately 1/4 Acre



Spinach / Lettuce

Greens: A Lucrative Venture

- Each Bed Yields 200 Bags / \$6 Each
- Generating \$1,200 per Week / Bed
- Potential to Double Earnings to \$2,400 (If Seasons Align)
- Quick Turnaround: Less Than 4 Hours
- Renew Every 40 Days with a Fresh Bed
- Acreage Potential: 70,000 Bags
- Freshness Guarantees Customer Loyalty
- Some Bags Lasting 4 to 5 Weeks



Tomatoes

The Workhorse: Key to Standout Sales

- The Main Attraction for Stands, Stores, or Markets
- Highest Revenue Generator
- Utilizing 1 Acre
- With 20,000 Plants Yielding 25 lbs Each
- Totaling 50,000 lbs
- **\$3.50 per lb**
- \$175,000 Potential Earnings
- Early Investment Yields Significant Returns

-We grew ½ acre and had trouble with heat and pests



Growing is about 40%

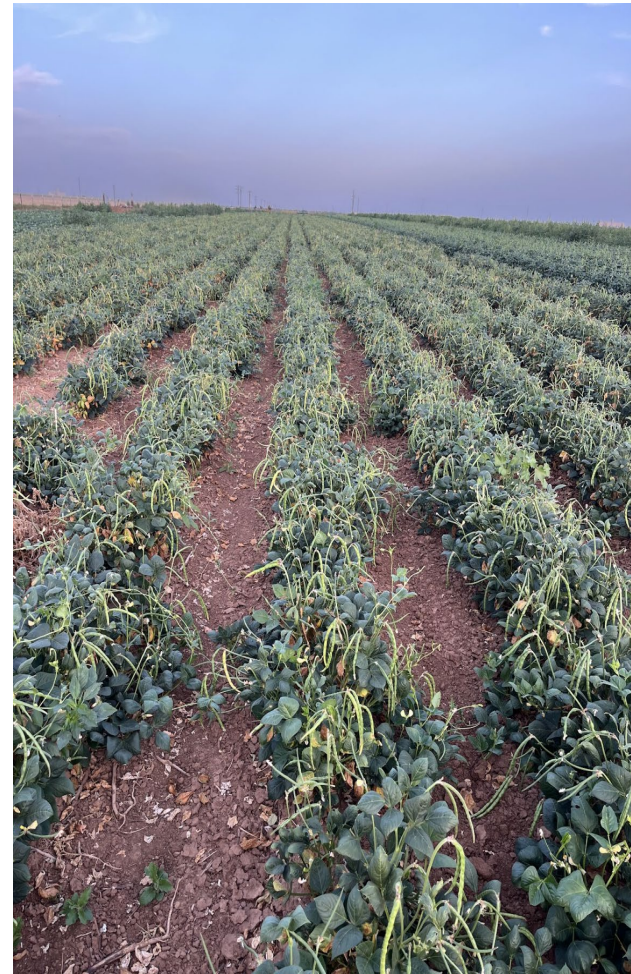
Selling Effectively: Crafting Irresistible Offers

- "You have to come up with offers that are so good, they would be stupid to tell you no" - Alex Hormozi
- Leveraging Subscription Models
 - a. 6 WEEKS FREE subscription with a purchase of a ½ beef
- Combining Low-Income Crops with High-Value Options

Direct Markets

This is the Essence and Foundation

- Identify individuals passionate about the origin, purpose, or quality of their food.
- The Impact of COVID-19: Shifting Priorities, Particularly in Sourcing and Motivations
- Time of a era that the consumer is the most concerned about their food source
- There has never been a time to capture **ALL** of the food dollar more than now!



Farmers Market

Captivating Presentation

- Ensure all displays are fresh and flawless.
- Smooth Checkout Experience.
- Typical Approach for Market Gardeners.
- Challenges in West Texas.
- Advantage of Serving a Large Populace, the Greatest Benefit



Subscription Model

Commitment to Consistent Production

- Comparable to the "Rental House of Market Farming"
- Undoubtedly Maximize Revenue Opportunities



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As the holidays draw near, consider our beef bundles as ideal gifts. We're open from Wednesday to Saturday, between 10:00 am and 6:00 pm. To ensure a smooth shopping experience, kindly provide us with a day's notice or conveniently place your order online at www.frontiermarkettx.com

What about the winter?

- Well you starve...just kidding
- Holiday season is in the driver seat in Beef sales
- Vegetables sales struggle because the lack of "the good stuff"



Santa

-4 ribeyes
-4 steaks (our choice)
-1 chicken fried steak cutlets
-1 roast
-1 kabobs
-1 stew meat
-1 sirloin
-10 lbs ground beef
-1 summer sausage
-1 snack sticks

\$300



Rudolph

-4 ribeyes
-1 exceptional bottle of local wine
-1 seasoning

\$175



Christmas

-4 steaks (our choice)
-1 chicken fried steak cutlets
-1 roast
-1 stew meat
-1 kabobs
-8 lbs ground beef

\$150



Elf

-2 steaks (our choice)
-1 roast
-1 stew meat
-1 sirloin
-5 lbs ground beef

\$100

The Multiple Offers

Navigating the Ignorance Tax

- Introducing Enticing Offers:
 - Buy 10, Get 1 Free
 - Buy 20, Get 3 Free
 - 10% Discount
 - 5 lbs for \$25
- Diversifying Subscription Options:
 - Offering 20 Different Subscription Packages
- Persistence Pays Off: Keep Experimenting Until You Strike Gold

Special Offer

GROUND BEEF

5 lbs \$25
10 lbs \$50
20 lbs \$96

valid 8-3-8-31

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Added Value: Watermelon

The potential for profit is substantial:

- 20,000 lb yield = 1,333 watermelons
- Whole watermelons \$8 each / yield \$10,666 per acre
- Cut in halves = \$18,662
- Cut in quarters = \$26,660
- Serving in a bowl skyrockets the value to \$73,315

Indeed, knives are pretty cheap...



If I wanted to... How Much?

Starting under \$100,000

- Begin Now; Starting is Half the Battle.
- Target an Urban Area with Low Farming Saturation or High Demand.
- Profitability by Year 3 to 4.
- Balanced Financials:
 - 1/3 Expenses
 - 1/3 Labor
 - 1/3 Profit
- Efficiency Improvements = Financial Gains



**NEVERSINK
FARM**



Foreign Concept?

- What is more foreign?
- Shipping food 1000's miles across borders? (Past 150 years)
- Having food traded locally between communities and backyard gardens? (Since beginning of time)



Conventional Agriculture?

Challenges:

- High Startup Costs: 2 to 3 million dollars
- Interest Expenses: financial burden
- Narrow Profit Margins: 7 to 8 percent (NEGATIVE)
- Capital Access: Necessary funding for investment and growth
- Land Accessibility



If it is so promising, what's stopping others?

Challenges:

- Workforce
- Labor Intensity
- Time Constraints
- Infrastructure Needs
- Trust me it is just a different type of labor....still the same hard work
- Bad thing about vegetables is they spoil...
Great thing is they spoil!!!



Future Plans & Goals

- You pick nights are interesting but....
- Selling others proteins
- Salad Bar Services
- Meal Prep and Delivery Options
- Fresh Meal Services (Think HelloFresh, but truly fresh)
- Exclusive On-Farm Dinner Experiences (Priced at \$200 to \$300 per plate)
- Limited Appeal for Canned Products
- Value-Added Frozen Products
- Every Additional Dollar Captured in the Production Process is Valuable



This has been our answer to the water and farming struggles right or wrong...

Questions?

