

Wags Way Ranch – Lavender, Herbs and Vines
LLC pending

Business Plan – Version 1 2.21.22

Owner: Susan Turpin

2208 Morrison Lane, Fairfield, Ca 94534

Executive Summary

The Company

Wags Way Ranch – Lavender, Herbs and Vines will be an incorporated agricultural farm dedicated to the growth of local lavender, herbs, vineyards, bay trees and olive trees.

Future Development and Exit Strategy

Initially begin with a combination of majority lavender and herbs with 5 acres within 3 years (see Operations below)

Lavender, herbs, bay / olive trees and vineyards to total of 10 acres within 5 years

Build processing and farm stand as allowed by zoning

Event Center – ground breaking within 2 to 3 years ~ 2024

Exit Strategy – limit size of agricultural development and not pursue future Event Center as incidental to agriculture

Funds Sought and Uses

Independent funds

Leasing of sections of land for other agricultural purposes

Company Description

Company Name and Location

Wags Way Ranch – Lavender, Herbs and Vines

2208 Morrison Lane, Fairfield, Ca

10 acres

Ag processing facility and accessory dwellings as allowed by right / zoning

Target Market

Providing fresh produce and products to individuals, restaurants, farmers markets, and local stores; future marketing of Herbs From Provence and other products

The Competition

There are 3 to 4 Solano County and Napa Lavender companies.
Il Fiorello Olive Oil Company, in Suisun Valley, does grow lavender.
An 11 acre flower / garden facility in Suisun Valley

Marketing and Sales Plan

Lavender, herb, bay and olive trees, and vineyards are agritourism destinations

LAVENDER

Lavender is one of the 5 most valuable crops, while being low maintenance.
Lavender is in high demand
There are no dedicated lavender and herb farms in Suisun Valley, Solano County.
Lavender is affordable to grow - \$2200 per acre for 1800 plugs (4' x 6' spacing per acre of 208' x 208')
Propagation can be from clippings during pruning
Lavender and certain herbs are Mediterranean plants
Suisun Valley has microclimates similar to Mediterranean, located near large bodies of water
Lavender must have well-drained soil with pH 6-8
Lavender does best in sandy loam soil with good drainage. Many areas of this parcel has that soil composition
Plan for lavender sales the range of culinary, medicinal, oils, soap and fresh and dried flower arrangements, sachets, and teas

SAGE AND ROSEMARY

Sage and rosemary companion planting
Mediterranean herbs that do well in Suisun Valley microclimates

BAY TREES

Grow well in Northern California

OLIVE TREES

Grow extremely well in Suisun Valley
Olive oil production possible

VINEYARDS

Varietal and rootstock dependent on soil, drainage

Suisun Valley well know for vineyards and wine productions

Operations / Timeline

1. **Full on site production** of agriculture
2. PGE
 - a. **Power poles – January 2022**
 - b. **Electrical panel and base installation – Spring 2022**
 - c. **Transformer installation – Spring 2022**
 - d. **Trenching for underground power lines – Spring / Summer 2022**
 - e. **Power to primary residence and water well – Summer 2022**
 - f. **Power to Ag processing / accessory structures – 2023 to 2024**
3. SID
 - a. **Trench irrigation lines to property – Fall 2022 to Spring 2023**
 - b. **Water runs 6 months of year – approximately April to October**
 - c. **Active water source not anticipated until Spring 2023**
4. Ground preparation for lavender, herbs and vines
 - a. Goal
 - i. 10 acres of agriculture
 - ii. 5 acres to be planted at time of Event Center opening
 - b. To begin Spring / Summer 2023
 - c. Planting Summer / Fall 2023
 - i. Begin Initial 2.5 - 5 acres to be done
 - d. Fall 2024
 - i. Additional 2.5 – 5 acres
 - e. Fall 2025
 - i. final 2.5 acres
5. Harvest
 - a. 2-3 years for mature plants
 - b. Harvest when mature
 - c. Pruning at appropriate timing to allow for propagation of crops

Management Structure

Owner: Susan Turpin
Lead grounds person: TBD
Marketing / Sales: Susan Turpin and TBD
Consultants: TBD

Future Development

Ag processing plant / accessory structure – Fall / Winter 2023
Ag on site sales location - 2025

An incidental use Event Center (< 1 acre of project) – groundbreaking ~ 2024

Financials

Lavender is affordable to grow - \$2200 per acre for 1800 plugs (4' x 6' spacing per acre of 208' x 208')

Sage and Rosemary – produce 1 ton / acre of dry sage; pricing of sage and rosemary TBD

Bay Trees – estimates 5-10K per acre (minimum 20' x 20' spacing)

Olive Trees - TBD

Vineyards – varietal and rootstock dependent; TBD

Education:

University of California, Davis
Winemaking Certificate Program
Completed: Sept 2021

University of California, San Francisco
Master of Science in Nursing
Pediatric Nurse Practitioner and Clinical Nurse Specialist
Graduated: June 1992

University of San Francisco
Bachelor of Science in Nursing
Graduated: May 1982

Business License:

Wags Way Winery
- Home Winery
Solano County
2018 – current

ASSOCIATIONS:

Suisun Valley Vinters and Growers Association (SVVGA)
Since 2018

References:

Zoning and Development Standards – Planning for a Sustainable Solano County
<https://www.solanocounty.com/civicax/filebank/blobdload.aspx?blobid=6536>

5 of the Most Valuable Crops & How You Can Grow Them
<https://modernfarmer.com/2017/07/5-valuable-crops-can-grow-us-grow/>

The Complete Guide to Growing Lavender for Profit
<https://grocycle.com/growing-lavender-for-profit/>