



Request for Written Narrative Proposal

Hello! We are excited to be supporting you in the CDFA Covid Grant process. As a next step in this process, we would like you to provide a written narrative for your proposed use of these funds.

Things to include in your Narrative

- Tell us about your business
- What happened to your business during the pandemic (financial losses, changes, pivots)? *Detail financial losses if possible**
 - How did your business respond?
 - How are you continuing to be impacted?
 - What is your proposal?

Please refer to the included example for reference in writing your narrative

Let me know if you have any questions!

Sara Powell, Program Director Hannah Grimes Center



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January 29, 2021

To whom it may concern,

Vera Flora Farm was launched in 2012 and is a small-scale, organically managed farm growing specialty cut flowers located in Gilsum, NH. We provide local and seasonal flowers to people in the Monadnock region and beyond through a variety of channels such as weddings and events, wholesale bouquets, a flower CSA, special orders and dried flower wreaths.

Up until 2020, weddings accounted for between 50-60% of our annual gross profit. However, when the Coronavirus hit last spring, we lost 11 out of the 14 weddings we had booked for the 2020 season, and of those remaining, all but one drastically cut back their order. [See detail of our 2020 financial losses on page 2.] With our flower farming season already rolling full steam ahead but little to no weddings on the horizon, we quickly pivoted by doubling the space in our CSA program from 25 to 50 share members (which rapidly filled), increasing our existing wholesale business and opening up new wholesale relationships.

Now in the year 2021, weddings and events are unfortunately still an entirely unpredictable source of income because of Coronavirus, and we need to rethink our revenue channels for the longer term. We plan on continuing to strengthen the other areas of our business: opening up 10 more CSA shares over last year, increasing our volume and sales window to wholesalers and doing much more fall and winter dried flower sales (for which we see a high demand) through our new online shop.

We are seeking this \$2,500 grant in order to purchase a 16'x100' metal framed caterpillar tunnel, which would allow us to grow higher quality flowers over a longer span of our season. [See quote on page 3 and full spec sheet attached]. In our zone 5 hardiness zone, we typically have about 110 days for frost-free growing; therefore, a tunnel would allow us to be planting, harvesting and selling flowers earlier in the season as well as later, protected from spring and fall frosts. These additional flowers would help supply our expanded CSA and increased wholesale business and make up for the loss of wedding and event income.

Thank you for your time and consideration.

Kindly,

Sarah Barkhouse

Sarah Barkhouse

Owner, Farmer-Florist

Vera Flora Farm, LLC



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<https://www.farmersfriend.com/caterpillar-tunnel/buy>



100-ft Gothic Pro

16-ft wide, 4-ft Bow Spacing

Included upgrades:

- ✓ Solid Center Purlin
- ✓ Wind Bracing
- ✓ 16-inch Lift Kit
- ✓ Cross Bracing

14-gauge steel

\$2995.00