











Avila Valley Barn Then & Now

- Established in 1985 by dentist John and his wife Bobbi DeVincenzo
- Operated by Debbie and Bruce Smith 1886 2009
- Ownership transferred to Debbie and Bruce Smith 2009 Current

Avila Valley Barn Then

- Homemade pies
- Homemade Jams and jugged honey
- Local Fruit
- Draft horse cart rides
- Planted first you-pick orchard
- Employment of 1 5 people

Avila Valley Barn Now

- Full handcraft bakery
- 100 acres of fruit and veg
- Hayrides
- Smokehouse and chicken shack
- SLO made ice creamery
- Gift shop
- Local fruits and vegetables
- Pasture raised meats and eggs
- You-pick apples, peaches berries, and flowers

- Corn Stand
- Farm animal zoo
- Pony Rides
- Catering
- Donut Shop
- Co-packed jams, honey, and picked goods
- Soon: Events and alcohol
- Employment: 30-80 persons and 2 seasonal interns

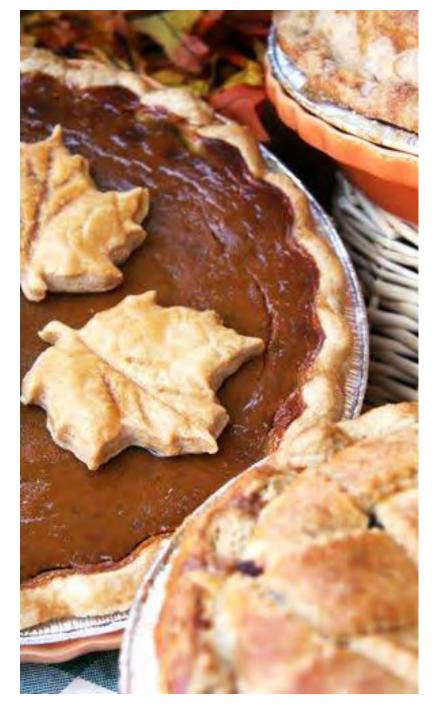
Challenges

- Maintenance of equipment and buildings
- Maintaining a "clean farm"
- Overhead associated with the public visiting
- Winter slow down
- General farming knowledge
- Zoning and permitting
- Controlling waste and leaks
- Taxes
- Generational transition
- Balancing personal time
- Crop loss

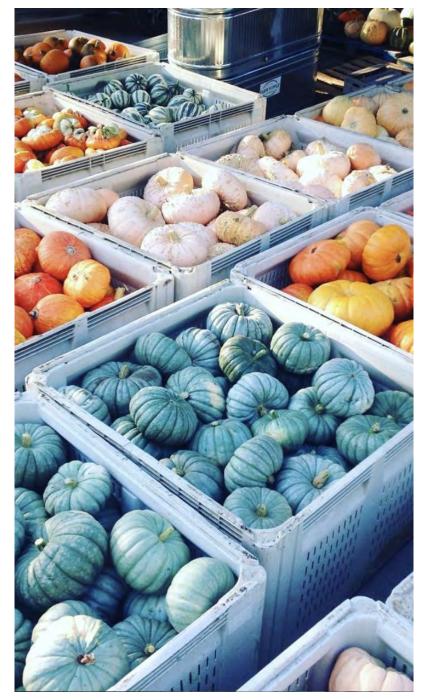






















Gopher Glen Then & Now

- Established in 1971 by dentist John and his wife Bobbi DeVincenzo
- Operated by John and Bobbi 1971 2009
- Ownership transferred to Debbie and Bruce Smith 2009 Current

Gopher Glen Apple Farm

Then

- Covered garage
- Fresh pressed cider
- 65 retailed apple varieties
- Apple sampling

Now

- Full barn
- Walk in coolers and freezers
- Fresh pressed cider
- Hard apple ciders
- Local & craft goods gift shop
- Apple sampling
- Organic production
- Private cider events and music
- Farm stay
- Festival booths

Challenges

- Transitioning to organic and the 7 year hurt
- Funds for regenerative farming practices and equipment
- Labor force
- General farming knowledge
- Health and safety requirements
- Zoning and permitting
- Creating Profit
- Land price
- Crop loss and lack of crop diversity
- Working with family









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How to determine where to spend your efforts

Do any logjams or adverse factors exist?

- Where within production will you get your biggest return for each dollar spent?
 - Resources → Production → Marketing

- Consider the following when developing a new enterprise.
 - Does it utilize knowledge and resources you already maintain?
 - Is it addictive to your resources?
 - Does it pencil out on paper with conservative income and inflated cost guesstimates?
 - Does it align with your context for doing business?