

Seeking Co-author for
a New Story of
Agriculture

Dear ~~potential~~ Co-Author,

We would greatly appreciate your time and consideration for the following investment opportunity.

For four years we have been working on building a regenerative farm, one the older generation would recognize from their childhood. On this farm, you won't see half million dollar combines wider than most country roads or grain bins as big as the old baseball pitch. Instead you see cattle grazing in the pastures, pigs eating windfalls from under the apple trees and chickens dust bathing in the shade of the old granary. It's not that we shun technology or bigness, we just think that technology has an appropriate size and place and that modern, industrial agriculture has grossly overshot the mark.

Many people argue that we need ever bigger farms to efficiently grow food for a growing population. We disagree. The amount of nutrient dense food that can be grown on an acre of a small diversified farm can vastly eclipse that which is grown on an industrially farmed acre. Most modern agricultural methods also diminish the capacity of the land it's employed on so that each successive year, the yields go down unless temporarily propped up by adding purchased inputs. Small scale, regenerative farms do the opposite. By working with nature and closing ecological loops, one can increase their farm's capacity while lowering off farm inputs each year.

While most modern farmers are just as reliant on the supermarket as the average city dweller, we are proud to say that over 3/4 of our nutrients come from our land and the remaining coming from our local community of small growers. We are part of a growing number of younger people who were left feeling unfulfilled and disconnected with modern living, where the producer and consumer divide is a chasm. We decided to take personal responsibility for more of the things that we humans need to survive and thrive such as clean water, fresh air, good food and meaningful work and want to help others do the same.

***the green text in this document are hyper links to websites and references**

We are eternally grateful for Daniel's parents, Elaine & Dennis Zetah, who gave us the opportunity to steward this land and we want to help other young people have the same opportunity on land near us.

It's not all altruistic however. As long as the few who share our values enact them in disparate corners of the country, we will never truly tap into that added dimension that every farmer had access to a few generations ago and that is a functioning farming community. Not to say that community is dead in rural America... far from it. The issue is that the majority of farmers today are industrial farmers and as such cannot share open pollinated seed, fruit tree scion wood, livestock genetics, etc. There is very little overlap with regenerative farms and commodity farms. We can't even ask our neighbor to plant a few acres of corn these days because his planter is 30 rows wide and wouldn't even fit up our driveway!

Small farmers don't make a lot of money these days. As modern agriculture has grown in scale, it's been able to undercut the cost of production of anyone doing it differently and most consumers come to expect that low price so it's a race to the bottom. The market that we and other small producers strive to capture is not those who want cheap, our customers want quality and are willing to pay for it. Thankfully that demographic is growing faster than any other market segment! We continually search for ways of being more efficient while not betraying our size and values and we believe one of the better ways to make small farms more economically viable is to situate them near to each other and form either a legal cooperative such as **Organic Valley** did back in the 80's or at least have the ability to share infrastructure and equipment in a logistically feasible manner, share sporadic labor, share transportation of goods and supplies and have the added benefit of cooperative marketing. In this way small farms can benefit from the efficiencies that larger farms enjoy while still retaining the sovereignty necessary for hyper-localized decision making on the land.

Does this model of agriculture require more manual labor?

You bet it does! Before WW1, almost half of Americans were directly involved with agriculture. Today, that number is less than 2%. What do you think that did to small towns across the heartland? When ten thousand acres used to support 100 large families and now a couple people and a million dollars of equipment made by a dwindling number of factory workers, proprietary seed and chemicals and fossil fuels by the truckload can “farm” the same area...I'd say that is going in the wrong direction. We want to reverse that trend and we need your help.

We believe the old story of farmers having a moral obligation to “feed the world” is one started and perpetuated by big agricultural interests. The big Ag model is responsible for the economic crippling of rural America, cessation of generational knowledge and skills and environmental destruction wherever it is followed as the means justify the ends in that story.

Our farm is called **New Story Farm** and we firmly believe that we have a moral obligation to regenerate our land base first and foremost and grow food for us, our community and the community of life we share this earth with as a byproduct. In that way, this land and the folks who live on it can thrive sustainably into the future. This sort of farm is not reliant upon outside inputs, the animals feed the land and the land feeds the animals and people. We've planted hundreds of fruit and nut trees and practice an intensive rotational grazing program. This farm is well on its way to being an ultra resilient example of another path agriculture could take.



Long-term Vision

Our vision is to recreate a thriving, local industry based on healing the soil, building skills and resilience in our community, while creating opportunities for more young people to responsibly steward the land in our community. We see a time when the supply chain is markedly shortened and the gap between producer and consumer is closed considerably. We ultimately see a tight knit community of young growers working together to reverse the broader cultural trend of quantity over quality.

With the help of ethical investors like yourself, we want to first get our own farm businesses thriving and eventually help beginning farmers who move into the area. Our farm businesses and infrastructure will help the new farmers get established and to service their loans for the land they buy within the Hutchinson area. Not only will they have access to a commercial kitchen to value-add what they grow, they will have direct access to our established and growing market as demand for like products has already outstripped our capacity to supply.

If we can help ease the burden through support, it will strengthen the growing regenerative farming energy that is quickly gaining momentum. It also means that more acreage will be managed in a sustainable way which benefits the local ecology and wildlife.



What are we asking you to consider?

A \$100,000 3.75% loan against our farm, which is valued at \$386,000. This loan will be used to finish our commercial kitchen known as The Coop.

Your low interest loan will help us to quickly finish The Coop and commercial kitchen so our business can be ready for operation by Spring 2019. We could go to the local bank and get a loan but prefer to get capital directly from people who share our values and appreciate our vision. The lower the cost of capital, the sooner we can help others like us get onto land of their own and keep this ball rolling! The average interest rate paid on a CD at the end of 2017 is 2.3% and a T-bond is 3%. With our collateral we are just as sure a bet as a CD or a treasury bond but have a much higher ethical and ecological return on investment.

Terms can be determined based on your needs.

Where your dollars will be used:

Commercial Kitchen Equipment and Appliances	\$40,000
Building Materials	\$50,000
Additional Labor	\$10,000

Out clause:

In the case of early termination of the agreed term, we would require a 3 month notice to secure alternative financing through another investor or a higher interest loan through the bank, at a last resort.

Conservative yearly farm income projections beginning in the 2019 season:

Farm Stays: 2 per month for 5 months = \$5750

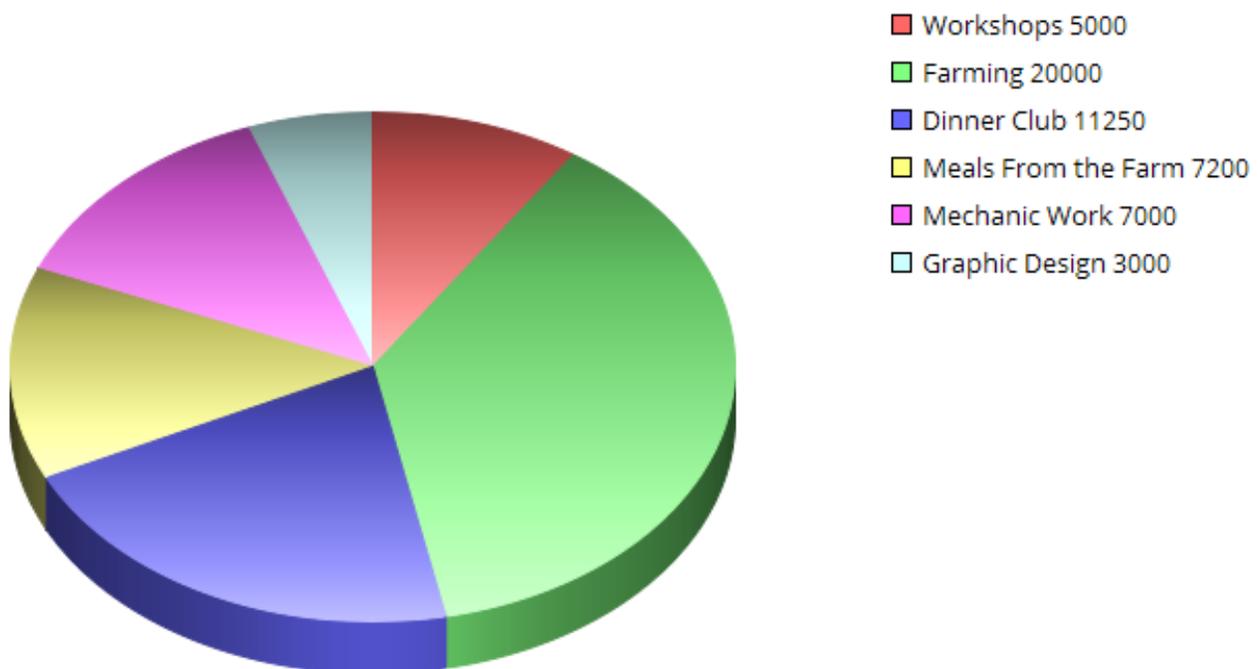
Farming (value-added products, hay, grazing, meat etc.): \$20,000

Farm-To-Table Dinners: 5 events net \$11,250

Meals from the Farm Meal Service (starting with 3 subscriptions for 12 months): \$7,200

Workshops: \$5,000

Conservative Income Projections



Income Streams

Workshops Spring-Autumn \$50-\$100 per person

In the spring of 2018, we will be reconstructing a 1930's chicken coop into a commercial kitchen and community space. This space will be an educational center where we hold workshops on lost skills such as;

Butchering your backyard chickens, Making fermented foods,
Preserving the harvest, Cheese making, Wild harvesting food + medicine,
Silvopasture, Whole farm water management, Vernacular + natural building,
Designing + implementing off grid + Grey water systems
and other similar subjects

Farm Stays Spring-Autumn \$575 per family for 3 days 2 nights + meals

As people become more urbanized, they yearn for authenticity and connection and as such, agritourism is quickly gaining in popularity. New Story Farm sits approximately one hour west of Minneapolis (population 3 million). Our location is easy to travel to and located six miles outside Hutchinson with a population of 14,000 situated on the banks of the Crow river.

Families will come to trade their hectic, digital lives for a taste of what life was like on an average farm in their grandparents' time and if we have anything to say about it, what an average farm could be like in their great grand children's' time. The option to add-on tailored workshops will be offered at additional costs. We will provide meals in The Coop- communal space and commercial kitchen. We will call this weekend experience; *Farm Immersion Therapy*. Imagine the look of pure joy on a child's face when they bite into a piece of bread made from grain they ground slathered in butter they churned baked in a wood stove that they lit!

Farm Produce + Custom Grazing Spring-Autumn

We sell beef and pork at a premium because our animals are pastured and holistically managed. We net over \$1000 per head on beef and close to \$1250 per head on pork. Cuts of meat will be our primary farm product however, we plan to

value-add other meat products such as lard, bone broth, salamis, etc as well as fruits, nuts and vegetables by preserving them through dehydration and canning in our commercial kitchen. We will also be milling gluten free flours from buckwheat, heirloom breeds of blue and red corn and hazelnuts and acorns. We will sell some direct at the local markets but most will go to our exponentially growing number of loyal customers we gained through their time at the farm.

Farm-to-table Dinners Spring-Autumn \$75 per adult per meal

We would like to offer a member-based supper club at the farm. Members will have opportunities to attend farm-to-table suppers at the farm. These suppers will happen every month during Summer and Autumn. We will offer local food from our farm and farms nearby such as; **The Lamb Shoppe, Loon Organics, York Farm, Rebel Soil** and **Prairie Drifter Farm**. We aim to help grow CSA member subscriptions for the local community supported agriculture (CSA) farms (5 and counting) and to spread awareness of the importance of supporting small farms.

Meals from the Farm Autumn-Spring average \$50 per delivery

Stephanie would like to offer a meal service to elders in the region called **Meals from the Farm**. She will build a website that will enable family members of elders who do not live close by to purchase a meal plan for their loved one(s). Menu and payment will be easily accessible through the website and she will cook and deliver the meals each week. This service not only provides elders with high-quality meals, it eases the minds of family members to know someone is regularly checking on their loved one. One delivery will include 2 organic meals with meat and vegetables. We are well connected with the aging community in our region and believe it will take only a short while to build up a sufficient client base.

Mechanic Work Autumn-Spring \$50 per hour

Winter is when Daniel utilizes his 30x50 heated shop to work on a long list of projects for neighbors and friends. He fixes tractors, farm implements, does custom welding and fabricating and will be building our wagon accommodation units for visitors.

Graphic Design Work Year round \$75 per hour

For the past 12 years Stephanie has been working as a graphic designer. She has created a women's a conference called the **Wise Women Gathering**- a holistic conference for women, which turned a profit in year 1 and was attended by 152. In year 2 she was able to triple her sponsor dollars and steadily increase her attendance with her marketing plan.

Our Qualifications

Daniel, age 42

I grew up on this farm and know every inch of it like the face of my beautiful wife. My Dad managed a successful lumber yard in town for almost 50 years, so I grew up in the building industry and continued working my way through college at a branch of the business.

I studied business and economics at **St. Cloud State University**. I have held a variety of jobs over the years, from selling real estate to building straw bale houses. I worked for a number of years in local and state government in various management and enforcement roles. My skills are many and varied but they mostly revolve around fixing, re-purposing and building things.

The bulk of my mechanical/welding income is from fixing tractors, trucks and farm implements. This allows me to be on the farm full-time and able to take part in our other farm businesses.

Stephanie, age 37

After graduating from the **Savannah College of Art and Design**, I began my career in the corporate world. I held the position of graphic designer, in the Marketing Department of the **Savannah CVB** and **Savannah Chamber of Commerce**. We were responsible for increasing tourism to Savannah, Georgia and did so through national and international advertising campaigns as well as, creating large events including the **Savannah Craft Brew Festival** and **Savannah Holly Days**.

I have lived, worked and learned on a variety of livestock and vegetable farms in North Carolina. My highly organized tendencies are a valuable asset in every endeavor I have ever been a part of. I believe this quality comes from having had a job at 15 and being responsible for many of my own needs from that age and onward. I look forward to applying these skills to our new business and helping other farmers establish their own farm nearby.

Why Now?

After decades of easy boxed, canned and frozen meals from God knows where and who, people are realizing how disempowering and disconnecting that cheap and convenient food culture is. The “market” has given consumers easy and cheap for so long that the big players have put all their eggs in that basket and by their sheer size, these companies and even farmers can never meet the needs of a growing percentage of consumers. The cheap and easy food paradigm ended up being as empty as a big mac is of nutrition. What more and more people want is authenticity. They want nutritionally dense food, they want to meet the farmers that grow it or at the very least know their story well. They want experiences that ground them and makes them feel like they are a part of something bigger than themselves. They want to know their dollars are going toward making the world better rather than helping degrade it further. The numbers are nothing short of inspiring and a short web search will reward you with pages of articles about how local, organic, farm to table, farmers markets, etc are growing much faster than any other segment in the food industry. We are excited to be part of the shift back to something real and something real good for everyone involved.

New York Times [Demand Grows for Hogs That Are Raised Humanely Outdoors](#)

Forbes [The Grass-Fed Beef Supply Chain](#)

The Star Tribune [Changing consumers ignite food revolution
It's transforming Minnesota's food companies and economy.](#)

New York Times [Small U.S. Farms Find Profit in Tourism](#)

"The care of the Earth
is our most ancient and most worthy,
and after all, our most pleasing responsibility.

To cherish what remains of it
and to foster its renewal
is our only hope."

-Wendell Berry

We hope this proposal finds its way into the hands of people who are sick of investing their money into industries that may create good financial returns but darken their grandchildren's future in doing so. Not all returns are fiscal.

Your investment can help create a new story for America that has more community, more resiliency, more personal responsibility, more production, diversity, sharing, planting, local economies, positive legacies and joy.

If those sound like good returns to you, then let's talk and get the ball rolling on making our corner of the world a better place!

We thank you dearly for your time and for your consideration.

-Daniel + Stephanie

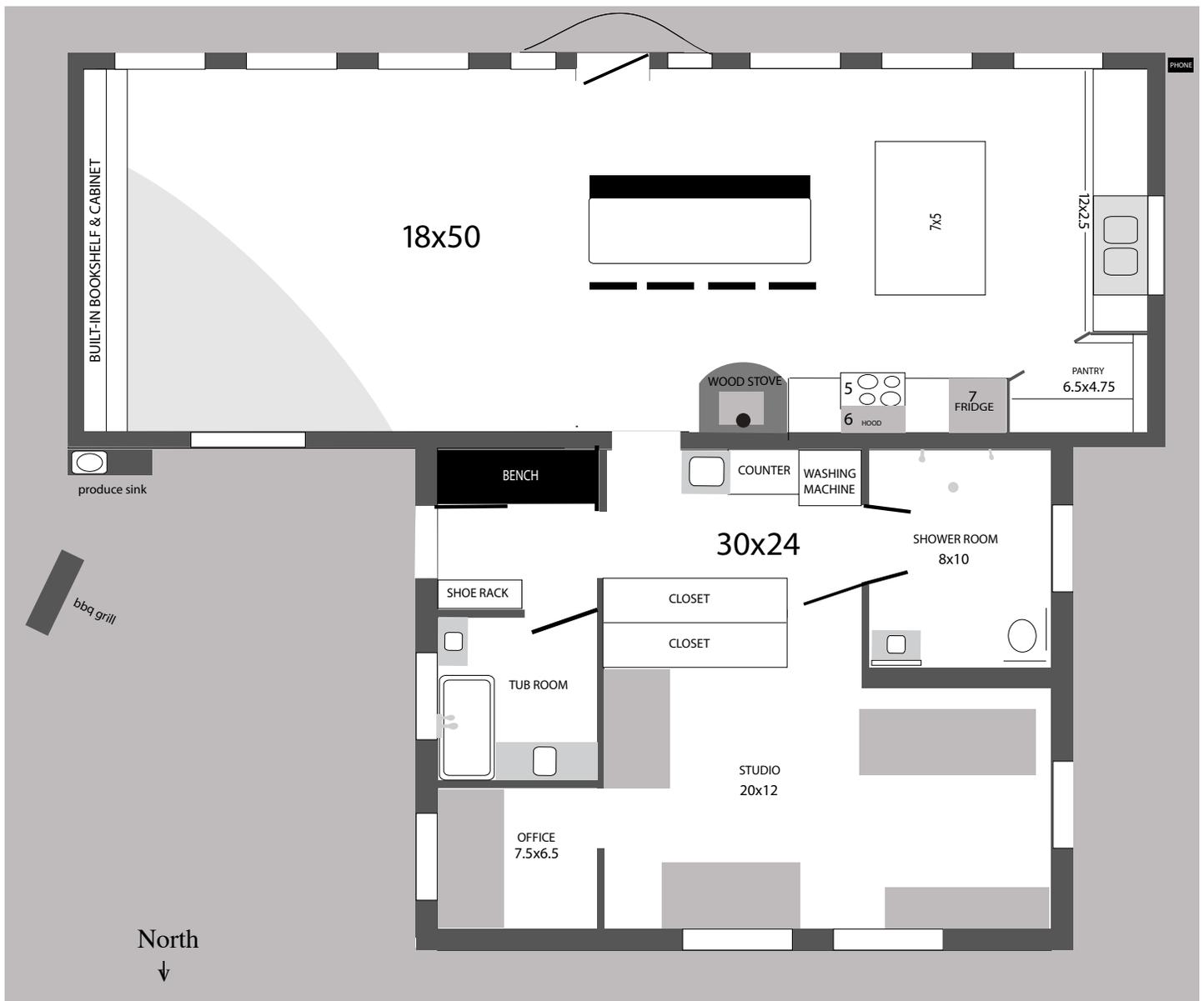




Supporting Documents

The following pages contain building plans, pictures, county property appraisals, references and resources.





The Coop Plan

A place to gather and to support young, regenerative farmers to learn and grow their business by utilizing the commercial kitchen. A gathering place for practical workshops for farmer and non-farmer alike. The heart and hub of a budding agrarian neighborhood producing the finest quality produce and value-added products.

The Coop



Canvas tent
for BnB
accommodations.



The Cornerstones of Our Budding Neighborhood

Zetah Farm- Home of New Story Farm, the 137 acre farm has 107 acres in a Fish and Wildlife easement. This easement puts restrictions on the landowner and cannot be cultivated. It can however be grazed and hay harvested after the season for nesting birds is over. This ensures lower taxes and that the farm will forever be a safe haven for wildlife.

Popp Farm- The 350 acre organic farm across the street to the west belongs to Scott Popp, a chiropractor in Wyoming. His father was our mentor and died in 2017 at the age of 91. Scott has similar values to us regarding regenerative farming and will continue to steward his family land organically.

Hausladen Land-109 acres will be put into a Conservation Reserve Program that will keep the land from being cropped for many years to come. This transition will take place over the 4-5 years.

There are around 800 acres in and around the neighborhood that have a strong potential to become available for regenerative farming in the near future. We would like to see a bustling agrarian community one day, whom we will support in every way we can.



Our Farm



The Coop: 18x50 ft - 900 sq ft

The Coop Extension: 24x30 - 720 sq ft

House: 2200 sq ft

Shop: 30x56 ft - 1680sq ft

Shop Extension: 12x56 ft - 672 sq ft

Little Garage: 18x18 ft - 324 sq ft

Barn + Pole Shed: 32x60 ft - 1920 sq ft 30x56- 1680 sq ft

Grainery: 20x42 ft - 840 sq ft

Sanitary Sewer : 1000/500 septic

Water: well water - estimated 25 gallons- 100 gallons water usage per day

Soil: Sandy Loam Soil Type



separate prop-
erty owned by
Daniel's
Parents

96 acre parcel
for collateral

Parcel ID: 010120300

Acres: 96.02

Taxpayer Name: DANIEL R ZETAH

Taxpayer Address: 19778 235TH ST, HUTCHINSON, MN 55350

Property Address: 19778 235TH ST, HUTCHINSON

Land Value: 251000

Building Value: 135000

Total Value: 386000

Bedrooms: 4

Bathrooms: 1.5

Square Footage (Foundation): 1368

Actual Year Built: 1924

Legal Description: Sect-12 Twp-117 Range-030

96.02 AC

LOT 2 & SE 1/4 NW 1/4 & E



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Disclaimer: McLeod County does not warrant or guarantee the accuracy of the data. The data is meant for reference purposes only and should not be used for official decisions. If you have questions regarding the data presented in this map, please contact the McLeod County GIS Department.

References

Dennis and Elaine Zetah - Daniel's Parents

Hutchinson (320) 587 6038

Ted Matthews - counselor who was instrumental in the family farm transition

Hutchinson (320) 266 2390

www.matthewsmentalhealth.com

Jennifer Rath - hay and custom grazing customer

Hutchinson (320) 583 8289

Kim Luedke - one of the owners of the Luedke land across the street from our farm

Duluth (218) 279 5026

Scott Popp - friend and neighbor

Wyoming (307) 259 9757

Charles Hausladen - friend and neighbor

Hutchinson (320) 894-6532

Jerry and Beverly Elliot - Stephanie's family

Springfield, Missouri (417) 880-1008

Articles, Organizations + Regenerative Farms

United States Department of Agriculture

Permaculture Research Institute

Savory Institute

Polyface Farm

Land Stewardship Project

Washington Post: A growing number of young Americans are leaving desk jobs to farm

Whole Systems Research Farm