

**Spanish Center 2018**



**Teamwork – Caramel Apples**

**Boston Area Gleaners**



**Day of Caring 2018**



**UMASS – Trapping - Scouting**



**Integrated Pest Management**

**Christmas Tree Shop**



**Sholan Farms®**

**Annual Report**

*Established in April 2001*

July 2018 – June 2019

**New Beekeepers**



Rocco & Lisa Trotto

**Chief Sholan Rises Again**



Paul MacMahan

## Contents

Summary of Activities .....	3
Friends of Sholan Farms - Mission .....	3
Education.....	3
Friends Organization – About Us.....	4
2018 Revenue, Donations and Fund-Raising .....	4
Volunteer & Leadership Assessment.....	5
Major Accomplishments.....	5
Apple & Peach Orchard History and Assessment .....	5
Tall Spindle Orchard – UMASS .....	5
Peach Orchard .....	5
Farmers Market .....	6
Blueberries .....	6
Solar Installation 2011-2018 .....	6
Equipment Update 2018-2019.....	7
Other Achievements 2018-2019 .....	7
Facilities Update – Operations.....	7
Christmas Tree Shop at Sholan Farms.....	7
Fiscal year ending December 31, 2002 to Present Report Card .....	8
Membership      Grade C .....	8
Revenue Growth and Orchard View – Grade C.....	9
Revenue-Expense Explanations 2018.....	9
Orchard View Grade C .....	9
Wildlife Habitat (WHIP Grant Update) .....	10
Giving Back .....	10
Recreational and Educational.....	10
Master Plan 2012 – 2018.....	11
Business Plan 2017-2022.....	11
Partnering For The Future .....	11
Challenges for the Season Ahead – Nurturing .....	11

### *Board of Directors July 2018 through June 2019*

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### *Sholan Farms Staff*

Orchard Manager: Sam Holmes, [samholmes@sholanfarms.com](mailto:samholmes@sholanfarms.com), Tel: 508-517-1264 (March 2018)  
 Assistant Orchard Manager, Paul MacMahan, [pjm062991@gmail.com](mailto:pjm062991@gmail.com), Tel: 978-821-2966  
 Farmstand Manager – Volunteer Coordinator, Cindy LaFleur, Tel: 978-840-3276 (2018)

#### Attachments:

Balance Sheet  
 Profit and Loss Summary  
 Profit and Loss by Category

The Friends of Sholan Farms, a 501(c)(3) organization, is pleased to provide this 2018 Annual Report to its funding partners and volunteers. We believe it is important that our stakeholders have insight into our activities to support the farm. Sholan Farms is operated by the "Friends of Sholan Farms" who are volunteer residents of Leominster and its neighbors (around the USA and abroad). This 501(c)3 non-profit organization was formed in 2001 to continue with the preservation and restoration of the farm. The group has organized operations and fundraising efforts associated with "saving and growing" the farm, and restoring the farm and the orchard to its original splendor.

The Friends of Sholan Farms have devoted countless volunteer efforts to protect, preserve, and restore the property and orchard. Plans for this restoration project go beyond tending to the property and orchard and include transforming the farm through the addition of several important structures: barn, apple storage, equipment building, pavilion, and outdoor classrooms to name a few. The grounds will be open to the public for apple picking and for passive recreation activities such as hiking, bird watching, caring for the orchard, snowshoeing, cross-country skiing, and events throughout the year.

### Friends of Sholan Farms - Mission

Our mission is to be a family oriented, recreational, and educational farm making full use of natural resources with an integrated ecosystem that is practical and environmentally friendly. Our goal is constant improvement while striving to preserve and protect this diverse property. We desire to be beneficial to the community by bringing people, education, business, and culture to the City of Leominster and surrounding communities in Central Massachusetts.

### Education

Over 5,000 people participated in various Friends' functions, cultural events and fund-raisers; the Opening Weekend, Cream of the Crop Weekend, Johnny Appleseed Homecrafters Festival, and the Harvest Festival Weekend. Thousands of people visited the Farm every weekend during the fall harvest season, arriving by automobile, on foot, and by bus.

Clearly, the Farm is an important and treasured asset of the community: one of the last remaining working farms in the City of Leominster, where children and people of all ages can get in touch with nature, the land and farming. The staff, supporters and volunteers at Sholan Farms teach us about the source of our food, the value of our land, and the legendary cultural heritage of Leominster.

The Friends have developed an excellent tour package to educate elementary students and visitors. Support comes from the Leominster Cultural Commission Grant and from the tour fees, donations, merchandise sales, and fund-raisers. These field trips are so popular that teachers begin registering in June for the fall field trips. Many of the children who visit Sholan Farms have never been to a working farm and many have never picked an apple.

Guests tour the orchard and get a chance to learn how apples grow. Children and adults participating in the Sholan Farms' tours learn first-hand experiences about their role in nurturing the environment. At the end of all field trips, students form a closing circle and share what they learned at Sholan Farms. Younger students have story time and the older kids share what they have learned.

The Friends' educational tour program affords visitors of all ages the opportunity to experience this "hands-on" learning environment. Students usually arrive at the Farm by bus and hike through the surrounding countryside, learning about the trees and plants. Specially trained volunteers teach the classes, which include Farm and Garden for Kindergartners and elementary school students. Older students get to hike through the orchard and farmland and learn about the adjacent Fallbrook watershed and care of the environment.

***The Friends of Sholan Farms are Preserving the Past and Influencing the Future***



## Friends Organization – About Us

The Friends of Sholan Farms is governed by a volunteer Board of Directors and its dues paying members. The Board plans and manages operations, fundraising and distribution of donations in accordance with its mission statement.

The goal of Friends of Sholan Farms is to bring people and land together in a practical, enduring, life-giving community. We do this by growing and distributing food in a way that is just and sustainable; that helps us develop skills and knowledge of land and community stewardship; and that connects rural and urban people to the land and each other in a way that celebrates life and harmony with the earth.

The "Friends of Sholan Farms" are made up of volunteer residents of Leominster and its neighbors (around Central Mass and beyond). This 501(c)3 non-profit organization was formed in 2001 to continue with the preservation and restoration of the farm. The group has organized operations and fundraising efforts associated with "saving and growing" the farm, and restoring the farm and the orchard to its original splendor.

The Friends of Sholan Farms have devoted countless volunteer hours to protect, preserve and restore the property and orchard. In 2012, the Master Plan Committee was formed to help shape the next 20 years. The plans for the restoration project go beyond tending the orchard. In fact, they include facility expansions to include equipment buildings, visitor center and restrooms which will transform the farm into a 12-month destination for nature lovers. The grounds are open to the public for apple picking and for passive recreation activities such as hiking, bird watching, caring for the orchard, snowshoeing, cross-country skiing, and events.

The Friends of Sholan Farms is a working team dedicated to promoting the importance of local agriculture and stewardship of natural resources. Our primary focus is associated with the restoration, property improvements and preservation of Sholan Farms located at 1125 Pleasant Street, Leominster, Mass. Our vision is to establish a working farm and agro-ecological education center, which teaches humane sustainable agriculture.

## 2018 Revenue, Donations and Fund-Raising

The Friends of Sholan Farms use the accrual accounting method and our fiscal year ends in December. Throughout the 2018 report year, the Friends of Sholan Farms have led a strong charge to restore and preserve the 167.0239 acres of land and orchard at Sholan Farms. Our most important revenue stream continues to come from the Apple Crop which grossed \$115K in 2018. Until 2014, we had shown steady growth in our apple sales (gross sales) as follows: \$3,000 - 2001, \$9,000 - 2002, \$25,000 - 2003, \$38,000 – 2004, \$37,000 in 2005, \$56,529 – 2006, and \$76,914 – 2007, \$113K – 2008, \$128K – 2009, \$122K 2010, \$125K 2011, \$131K 2012, \$154.8K 2013, \$108.1K 2014, \$139.7K – 2015, \$108K – 2016, \$122K – 2017, and \$115 – 2018. There are many explanations for the revenue fluctuation including weather, competition, pricing and customer loyalty.

Mother Nature is always throwing uncertainties into the mix, which certainly brings new challenges to every farmer year after year. Massachusetts officials reported that the 2018 New England apple crop was estimated to be about 30 percent larger than the 2017 crop. A detailed explanation can be found in the revenue expense section of this report.

The squash-pumpkin harvest was a no show for 2018 year. This was due mainly to the wet growing season. We were forced to buy produce from local growers at a cost of \$4,500 and sales of just over \$5,000. The soil is clogged with invasive weeds that include bedstraw, pigweed, and bindweed. Soil tests also show that the soils are lacking in nutrients and organic matter. We have reached out to UMASS Extension service staff, who are providing soil testing, and Integrated Pest Management services for the 2018 and 2019 growing seasons. Sam has made many changes and added significant cultural practices and soil amendments that should net great results for 2019

Fundraising is an area that needs more attention. The most successful fundraising efforts are generally the Apple Blossom and Harvest Festivals. For the first time in 17 years we were forced to cancel the Apple Blossom Festival due to a weekend of rain. Donations, events, sponsorship and grants amounted to \$35K or 12% of the total revenues. Presently we use our operations revenue to fund all purchases and activities. We can improve our offerings by using operations funds to support operations and raise capital funds to support expansions and farm improvements. In December 2017, we received help through the Mass Department of Agriculture to write a new 5-year Business Plan. Andy and Joanne attending the "Tilling the Soil" classes and were able to set goals and objectives that will enable us to raise additional funds. Another key component will be to aggressively seek grants.



## Volunteer & Leadership Assessment

The past few years have been full of change and challenge with regards to the volunteers. The Friends of Sholan Farms was founded in 2001 with purpose and goal of running the farm in a sustainable manner using paid staff and volunteers. The farm is run by our paid staff which includes an Orchard Manager, Assistant Orchard Manager, Farmstand/Volunteer Coordinator Manager, and seasonal staff and volunteers. We rely on volunteers to complete a major amount of the work. This year brought in approximately 8,000 logged volunteer hours and numerous volunteer hours that have not accounted for. Each year we hire a new farmstand manager and that in itself is a challenge. There is a steep learning curve and we are still evaluating the pros and cons of keeping this as a full time position. Farmstand operations will need significant improvements in the year ahead. Most of the volunteer hours include sales, pruning, tilling, planting, mowing, farmstand maintenance/upgrades and numerous other chores that contribute to the upkeep of the farm. Volunteer opportunities include apple picking (grading, polishing and bagging), working in the farmstand selling apples, selling retail products, school tours, and many other areas too numerous to mention.

We have found that sub-committees and teams are needed to keep the farm running smoothly. With all the aspects of running the farm, we hope to have more teams in place during the approaching season.

**PLEASE VOLUNTEER!** We will hold a volunteer training meeting in August at the farmstand. There will be other training opportunities as the season opens. Anyone interested in becoming a volunteer, please contact a board member at Sholan Farms 978-840-3276 or email to [volunteer@sholanfarms.com](mailto:volunteer@sholanfarms.com). You can also sign up on the website.

**SHOLAN FARMS IS A GREAT PLACE TO VISIT! LET'S KEEP IT BLOSSOMING!**

### Major Accomplishments

#### Apple & Peach Orchard History and Assessment

When we took over the farm in 2001, we had just nine varieties of apples and by 2018 we had 39 +/- varieties in production. We are now maintaining 100% of the 60 acres of existing productive agricultural land at Sholan Farms. The vision of someday having the farm in full production has come true. Efforts are underway to bring fallow farmland into production.

#### Tall Spindle Orchard – UMASS

Beginning on Sunday April 19, 2009 and finishing on Saturday April 25 the Friends planted 900 new apple trees. The trees were part of a grant through the Mass Fruit Growers Association. The Friends contributed the cost of irrigation and support systems. The trees were fully funded through the Massachusetts Orchard Production Upgrade Program. (MOPUP) Sholan Farms was one of 11 selected growers who replaced one acre of old orchard with the new tall-spindle apple orchard system, which added 5 new varieties. The key objectives for a new orchard are to maximize yield in the early years and still effectively produce large yields of high-quality fruit after the trees are mature. A number of volunteers and friends have been involved with the project. The tall spindle orchard was in full production in the second year.

#### Peach Orchard

Through a generous donation from Roy Billodeau and family we were able to plant a peach orchard in the spring of 2015. The site preparation began in 2014 with removal of an existing apple orchard and then many hours of rock picking and soil preparation. The trees were ordered in 2014 and were delivered in April 2015. Under the direction and leadership of Mike Meehan the planting took place on April 30, 2015. Team members included Perkins School, Sher and his brother, Felix, Roy Billodeau, Mike Iannaconi - great effort by all. Bill Broderick's tree planter was a lifesaver! The orchard suffered a setback in 2016 due to the minus 16 degree days in February, which killed all the buds. The orchard produced the first crop in 2017. In 2018 we opened the orchard for U-Pick. The records show that the income in 2017 was \$1,843 and in 2018 the sales declined to \$1,467. This is a crop that has a lot of potential.

Farmers Market

In 2018 Sholan Farms did not participate in the Farmers Market. It is important to note that in 2017 Sholan finished its fourth year of participation in the Fitchburg Farmer's Market, and its third year in the Leominster Farmer's Market. Results were mixed with a huge increase in sales at the Fitchburg (62%) being offset by a decrease in sales at the Leominster market (-22%). The increase in Fitchburg's sales can be accounted for by a change of location to a much more accessible and visible spot. It is unknown why Leominster decreased so much. Overall, farmer's market sales increased 4% over the previous year, for a total of about \$6,100 in 2017. Sholan will continue to try to join more markets as they become available.

Blueberries

The blueberry patch was established in 2007 (11 rows – 100 plants per row). Three types were planted: Rows 1-3 Blue Ray (Closest to Street), rows 4-7 Late Blue (Middle)(End of Season), and rows 8-11 Blue Crop (Furthest East)(Midseason). This crop was made possible by the leadership of Sett Firmani, who raised funds from the shareholders of the Italian American Center on Lancaster Street. The plants got off to a very slow start due to a number of problems; the plants were pot bound, we did not do enough research to understand the proper way to plant, we had no irrigation, we did not properly test or treat the soil to lower the ph, the plants were kept waiting until the field was tilled – which meant we kept watering them daily for well over a month, no soil tests or fertilization, and the weed situation has become intolerable. Consequently, close to half of the plants have died. We made another unsuccessful attempt to replace the plants in March 2010, but they too died. In 2015, we addressed all problems and approved the purchase of 400 replacement plants. The new blueberries were planted in April of 2016. The new planting was negatively impacted by the severe drought and once again the plants died. Sam Holmes has been working with UMASS and other experienced growers to attempt to improve management and production.

Solar Installation 2011-2018

Solar photovoltaic system (PV) System - Solectria PVI 3000

- Panels 18, 45 pounds each
- System capacity 3kw per year
- Project Leader for Sholan Farms: Steve Smith
- Solar Contract Team Leader: Southpoint Mike Lastella
- Installation team: CTE Students
- Cost of the project was around \$16,495
- Grants; \$12,000 Massachusetts Dept. of Agriculture, and \$5,000 Massachusetts Clean Energy Center.
- SREC – Solar Renewable Energy Credits: Approximately \$285.00 for every 1,000 kw hours produced for 10 years. Estimated payback through 2018 is \$8,000 which is credited to the utility bill.

The system was installed and turned up in June 2011.

Quick Facts: The system produces 3,000 kW annually, which is about 1/3 of the energy consumption for the farm. Since June 2011, the system has produced 35,088 kW of power, offset over 43,860 pounds of CO2, equivalent offset of 3,098 gallons of gas. Check it out on the web: <https://www.solrenview.com/SolrenView/mainFr.php?siteId=793> or at [www.sholanfarms.com](http://www.sholanfarms.com) and follow the link.



## Equipment Update 2018-2019

Ram 3500 truck - The board voted to purchase a new 2017 Ram 3500 truck with plow, stake bed, and lift gate. The financing was provided through a loan from Farm Credit East.

A used Ford F150. This truck was purchased from Sam Holmes for \$1,800. The truck will only be used on the property.

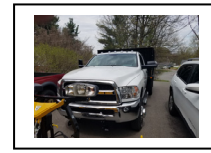
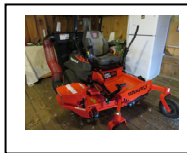
John Deere Gator Model XUV865M (MY18) Thanks to a grant from the Community Foundation of North Central Massachusetts we were able to purchase a new Gator and 25 gallon sprayer.

Gravely Zero Turn mower – The board voted to purchase a new commercial mower. The financing was provided through a loan from Farm Credit East.

Kuhn Orchard Mower – The board voted to purchase a new orchard mower. The financing was provided through a loan from Farm Credit East.

Storage Trailer – Mr Peter Bovenzi donated a tractor trailer body. Ricky’s towing delivered and set up the unit on October 2, 2017. This is providing much needed additional storage.

Over the past couple of years we purchased additional farm equipment and tools: diesel tank, 8 foot disc harrow, spin spreader, cultivator, landscape rake, and spreader.



## Other Achievements 2018-2019

### Facilities Update – Operations

2018 was a very busy year for the Friends of Sholan Farms. We were able to complete and expand on several necessary projects that will have a significant impact in the future of the farm.

#### Accomplishments:

- Erosion Controls – This continues to be an issue. In particular, there is an area in block 2 where the water bubbles up out of the ground. Vern Holman of Great Oaks Construction was awarded the job and did construct a new drainage system in 2014. He also repaired additional problem areas in 2016 and in 2017. In spring of 2018 significant drainage issues resurfaced in block 2 between rows 14-18. During the summer Great Oak Construction (Vern and Chris Holman) were able to take significant measures to eliminate the drainage problems.
- During 2018 a new storage building was constructed by Leominster High School Center for Technical Education Innovation (CTEI). This new building replaces the old storage building which was too small and in need of repair. This new building gives us much needed storage. In fall of 2017 the DPW moved the old storage building across the street. The shed was refurbished and put into use in 2018 as a sales shed for the raspberry and blueberry U-pick season.

Maintenance of our existing structures is an ongoing project. We rebuilt the handicap ramp on the gazebo, made repairs to the bandstand and continually repair the picnic tables.

### Christmas Tree Shop at Sholan Farms

ChristmasTree Shop at Sholan Farms:



2018 was the third year that the Friends had responsibility for the Christmas tree sales. We decided to again purchase 500 trees (a mix of Frasier and Balsam Fir) the same amount that we ordered for the previous seasons. We ordered trees with varying heights of between 4 and 12 feet.

The trees were delivered just before Thanksgiving and we started selling them the Friday after Thanksgiving. Sales continued until we closed on December 16, 2018.

Wreaths from Cavicchio Green Houses and one of our tree suppliers continue to be popular. The decorating done by my wife Cynthia and son Jeffrey were very well received. We sold all of the wreathes that we had. Paul MacMahan and his wife Jodi added handmade Christmas tree decorations to the lineup as well.

Overall, we are very pleased with how this third year went. We sold 98% of the trees we ordered, which was better than 2017. We continued selling apples well past the end of October due to tree customers coming into the farm stand. We are looking forward to the 2019 season.



Fiscal year ending December 31, 2002 to Present Report Card

Membership	Grade C				Total
	Charter	Friends	Patrons	Bus/Corp	
2001	47	31	5		83
2002	60	46	8		114
2003	99	64	8		171
2004	118	68	12		198
2005	133	75	16		224
2006	139	73	20		232
2007	150	143	21		315
2008	160	191	23	2	375
2009	160	100	23	4	287
2010	106	100	0	4	210
2011	102	50	0	1	153
2012	100	62	0	6	168
2013	82	95	0	3	180
2014	79	102	0	3	184
2015	82	100	0	4	185
2016	74	109	0	3	186
2017	74	91	0	3	168
2018	68	96	1	3	168
Growth	-8.11%	5.49%	na	na	0.00%

Membership contributions help support our Annual Fund, which is the cornerstone for sustaining the programs, partnerships, and daily operations of Sholan Farms. Memberships are valid for one year. Annual Fund membership benefits include: periodic newsletters, member functions, and discounts on apples. Membership categories

The Friends of Sholan Farms relies heavily on the help and support of its members and donors. Our gross income for 2018 was \$194,055.38, which represents a decrease of revenues of 33% over 2017. In 2018, three-percent of our income came from membership and seven-percent from sponsorship and donations, while in 2006, 30% came from donations and membership dues. We received two grants in 2018, totaling \$14,338. The grants were from the Leominster Cultural Foundation and the North Central Community Foundation. The Friends membership renewals





stayed at the 2017 level. In early January 2014, we changed the website to allow visitors to “Join” while on the website, to date 14 new members have been added. In 2015 large membership signs were posted in the farm stand to encourage people to join. The goal is to use the new membership structure to build up members and keep them coming back. Additional attention is needed to rejuvenate our membership structure. For 2019 we have set goals for enlisting new business members. A committee will be established to fully develop and implement the plan.

### Revenue Growth and Orchard View – Grade C

	Apples	Gross	Expense **	Net
2002	\$9,566.28	\$59,172.01	\$54,167.98	\$5,004.03
2003	\$30,630.21	\$106,231.80	\$70,237.71	\$35,994.09
2004	\$41,026.00	\$79,123.00	\$76,382.00	\$2,741.00
2005	\$37,080.00	\$75,573.00	\$69,511.00	\$6,063.00
2006	\$56,529.03	\$116,190.22	\$86,906.73	\$29,283.49
2007	\$76,914.72	\$157,483.52	\$139,818.79	\$17,664.73
2008	\$113,655.63	\$188,041.63	\$126,500.98	\$15,420.19
2009	\$128,116.59	\$189,829.83	\$194,043.22	-\$ (41,551.56)
2010	\$122,279.09	\$201,243.50	\$105,312.48	\$64,908.41
2011	\$124,616.64	\$201,642.70	\$162,149.18	\$22,667.78
2012	\$130,634.33	\$226,374.57	\$184,847.41	\$25,717.35
2013	\$154,149.75	\$231,141.49	\$225,051.35	\$6,090.14
2014	\$108,116.70	\$273,792.61	\$221,321.65	\$52,470.96
2015	\$139,702.87	\$214,398.73	\$235,597.86	-\$ (21,199.13)
2016	\$107,895.12	\$275,433.79	\$249,380.11	\$26,053.68
2017	\$122,178.43	\$293,840.85	\$275,063.67	\$18,777.18
2018	\$115,715.67	\$194,055.38	\$245,321.23	-\$ (51,265.85)
Growth 17-18	-5.29%	-33.96%	-10.81%	-373.02%

\*\* 2017 Apples sales excludes crop loss insurance payout of \$74,464, Gross Revenue includes the payout.

\*\* Expense includes depreciation of \$ 39,399.09– note with depreciation the Net for 2018 would be \$(90,664.94).

### Revenue-Expense Explanations 2018

The 2018 results reflect a decrease in revenue and apple sales. The 2018 year brought big disappointments and proved to be one of our most difficult growing year with many challenges. The wet growing season netted zero pumpkins and winter squash. We ended up buying pumpkins which added additional expenses. The apple crop was one of the best we ever had. However the weather impacted the u-pick weekend sales by delivering four weekends of rain. In May we were forced to cancel the Apple Blossom Festival due to rain. We also chose not to participate in the farmers markets. Our new orchard manager started on March 30 2018. He faced a steep uphill learning curve and encountered many staffing challenges. Our payroll increased by 10% going from \$78k to \$86k.

The apple sales decreased by 5 percent, which is attributed to fewer retail customers, lower sales, and weather related impacts. Important to note that wholesale sales increased by 40% percent and came in at \$31K up from the \$26K in 2017. The spray material/chemical account decreased by 29% from \$40k to \$29K. This account includes expenses for all chemicals used for crop maintenance including orchard, raspberries, blueberries, vegetables, pumpkins, and herbicides.(Sources: Sholan Farms observations, UMASS, New England Apple, Boston Globe)

### Crop History 2012 – 2018

The crop production statistics showed that this was one of the most productive in our history. Insurance estimates show we produced over 17,345 bushels of apples on 24 acres.

### Orchard View Grade C

ORCHARD	APPLE	ORCH MAINT.	Net Income Apples
2002	\$9,566.28	\$16,389.73	-\$ (6,823.45)
2003	\$30,630.21	\$14,917.35	\$15,712.86
2004	\$41,026.00	\$33,950.44	\$7,075.56
2005	\$37,080.00	\$30,000.34	\$7,079.66

ORCHARD	APPLE	ORCH MAINT.	Net Income Apples
2006	\$56,529.03	\$40,906.83	\$15,622.20
2007	\$76,914.72	\$50,033.66	\$26,881.06
2008	\$113,655.63	\$48,114.69	\$65,540.94
2009	\$128,116.59	\$45,920.44	\$82,196.15
2010	\$122,279.09	\$23,605.89	\$98,673.20
2011	\$124,616.64	\$38,003.12	\$86,613.52
2012	\$130,634.33	\$48,181.07	\$82,453.26
2013	\$154,149.75	\$39,887.68	\$114,262.07
2014	\$108,116.70	\$34,623.07	\$73,493.63
2015	\$139,702.87	\$34,085.44	\$105,617.43
2016	\$107,895.12	\$26,362.86	\$81,532.26
2017	\$122,178.43	\$50,537.01	\$71,641.42
2018	\$115,715.67	\$38,652.47	\$77,063.20
Growth 17-18	-5.29%	-23.52%	7.57%

Maintenance includes Pruning, Spray and Upkeep. Excludes labor.

### Wildlife Habitat (WHIP Grant Update)

We continued to manage the USDA NRCS – Wildlife Habitat Incentive Program Grant (WHIP). We spent 11 years restoring the back forty – which included mowing, spreading lime and eradicating invasive plants. This successful reclamation project completed in 2015. In 2016 we began repurposing 4 acres of the back 40 acres into useable crop land. This has turned out to be a very labor intensive project. The land was never used as crop land so we encountered monstrous rocks and stones. It has taken well over three weeks to remove the rocks and more work is needed. We will continue to explore usage options such as keeping it as an open meadow, return it to agricultural land or find alternative uses for the property. In addition, efforts are underway to reclaim 6.3 acres of abandon orchard on the southeast side of Pleasant St. Initial clearing has been done and quotes to complete the work are upward of \$15,000. The business plan and the master plan show this being in full production in the next few years.

### Giving Back

Our mission is to be a family oriented, recreational, and educational farm making full use of natural resources. Since our first harvest in 2001, we have worked toward being beneficial to our greater community. As successful members of the community, we have a responsibility to help those that are less fortunate and contribute to the common good. We could not do any of this without our staff, volunteers, and sponsors. Together, we are making strides in supporting our community and assisting other charitable causes. During the harvest season, we made apple and pumpkin donations to the local School PTA's, churches and many other non-profit groups.

In 2018 we recognized that our crop load was greater than our needs and we contacted Boston Area Gleaners, Inc., a 501(c)(3) non-profit organization dedicated to rescuing surplus farm crops for people in need to help with the harvest. They gleaned over 1,400 bushels of apples that in turn were donated to Boston area food banks. We also donated over 150 bushels to various charities within our community; PTA's, Kylee's Kare Kits for Kidz, Sterling Senior Center, Leominster Senior Center, Leominster Veterans, Ginny's, and Perkins School – to name a few. The Thanksgiving Pack out was a great success and we were able to donate over 900 three-pound bags (2,700 pounds) to various charities and church groups.

### Recreational and Educational

Our mission is to be a family oriented, recreational, and educational farm making full use of natural resources. In order to fulfill this we have partnered with many organizations across the community. We are currently working with the Leominster Trail Stewards (LTS), City of Leominster Recreation Dept., and Project Apples. The trails project will include updated Kiosk Maps and trail markers throughout the property. This is part of a much larger project that is funded through a trails grant from the Massachusetts Department of Conservations and Recreation. The Trail Stewards and Recreation Dept. placed a new master trail map, directional arrows to the nearest street or parking lot, directional arrows to trail features, distances, GPS coordinates, and a QR code on each post. Each kiosk has a map of the trail system for that area stating where you are, property usage rules, and trail features.



During 2016 Lisa Novelli led the Project Apples literacy project which installed story walk posts and boards that will bring a new and exciting addition to the property. This is the first permanent installation of information signs that will have enclosed stories. There will be 18 story boards along a trail that families will be encouraged to use. The enclosure will display stories from various books and participants will walk from one station to the next to read the story. The stories will be changed out regularly and will remain in place for a month at a time. The Friends will share the signs and will be using the displays to install information and history regarding the Sholan Farms. This project will be completed in 2019.

### Master Plan 2012 – 2018

With every new-year we set goals, priorities and budgets for the upcoming year. In 2012 and 2014, we received grants from the Community Foundation of North Central Massachusetts ([www.cfncm.org](http://www.cfncm.org)) to develop a new Master Plan for Sholan Farms. We contracted Andrew T Leonard, RLA Landscape Architecture and Planning ([www.atleonard.com](http://www.atleonard.com)). Andrew guided us through the process. Two Master Plan scenarios were finalized in June 2013; a working farm or an educational farm. Those Master Plans have been viewed and reviewed at a Friends meeting in September 2013. In 2014 we applied to the foundation for an additional grant to further the details of the master plan. Several meetings have been held to finalize the long-term vision of the farm. We conducted a survey and obtained input from over 400 community citizens. The outcome of the survey has led us to one plan that will be the model we use for years to come.

### Business Plan 2017-2022

The Friends completed a new five-year business plan in 2017. Representatives attended the Tilling the Soil Business Plan course which was conducted by the Mass Department of Revenue. During the course we had the opportunity to analyze the farming industry and develop strategic goals and objectives that will guide us through the next several years. The outcome gave us a clear direction to guide us to continue to grow into a sustainable and profitable business.

### Partnering For The Future

The future is bright for Sholan Farms. We became a founding member of the newly formed Central Mass Locally Grown regional organization. In addition, we have collaborated regionally with the Massachusetts Department of Agriculture, UMass Extension Service, Mass Fruit Growers Association, Cornell University, and the New England McIntosh Association. Through these alliances, we have the Marketing, Advertising, and Educational Training Services of the farming industry in Massachusetts. On a local basis, we are members of the Johnny Appleseed Association and have an advertising campaign using the Chamber of Commerce, North Central Mass Tourism, Edible Boston, Sentinel & Enterprise, Coffee Shop News, Telegram, Leominster Champion, LATV, WXLO, WPKZ, and Social Media through Facebook and Constant Contact, and the Sholan Farms Webpage. Our volunteers and helpers come from many sources including United Way – Community Builders, Church Groups, Shriver Job Corp, City of Leominster, Leominster Trail Stewards, Rotary, Leominster Schools, Boy Scout Troops, 4-H, Youth Venture, Alternatives, and the Sheriff's Office.

### Challenges for the Season Ahead – Nurturing

One of the major challenges is volunteer and member recruitment. We have already begun to address this by creating a new position with added responsibilities that will help to build up our recruitment efforts. The new manager will also be charged with becoming an ambassador to help us grow stronger in stature and in community outreach. We need stronger business involvement and we need a stronger, younger volunteer base. We have worked to acknowledge our volunteers with the Appreciation Luncheon and Welcome Back BBQ but we need more community outreach. We should also reach out to all our volunteers to become members.

We believe that we have accomplished steady growth by improving our activities. We now hold the 3 day Harvest Weekend, the improved Apple Blossom Festival, and September Craft Show have all grown and bring people from all around Leominster to the farm.

Hopefully, we will see some major advancement in fundraising, sewer line work, City of Leominster help with an operations building and movement toward fulfilling the Master Plan. We have applied for grants to complete the Master Plan. To succeed in 2019 and beyond we need to clarify our mission and bolster the fine efforts of the committed volunteers. Due to our success in past years, we have become a sustainable operation. We need and must **nurture** the **orchard** and our **volunteers**. We will only be successful if we all pull together and work as a team. It will take everyone's help: individuals, businesses, Friends, and elected officials. We must recruit new board members. The



challenge is to engage new volunteers and establish the **work teams**, which will help to clarify the important roles that each volunteer serves. In addition, we need to establish **guidelines** for team leaders, recruit team leaders, and **empower** them to be able to do their jobs. We need to keep **open, honest and timely communications** between the volunteers, team, and the board. Listed below are several of the work teams.

1. Orchard Manager – Empower, Train and Support – Sam Holmes & Staff
2. Volunteer Recruitment and Retention – Board Members and new team
3. Master Plan, Fundraising & Grant Writing – Team Leader – Joanne DiNardo
4. Orchard Expansion Team – Planting, Pruning, Nurturing, IPM – Joanne DiNardo, Sam Holmes and Steve Smith
5. Membership Team to grow the membership. 2019 – Targeted Mailing to businesses. Team Leader Joanne DiNardo
6. Off Site Sales - Farmers Markets – Orchard Manager
7. School Tour Guide Team – The team will develop the plan and schedule to conduct tours. (responsibilities include: mailing to schools, pricing per student, Red Cross Safety course, and tour content) – Pat Sousa & Judy Daniels
8. Business Planning Implementation - New 5 Year Plan completed in Dec 2017 – Team Leaders Joanne & Andy
9. Finance – Andy Mercik – Team Leader
10. Festivals and Activities (Includes Apple Blossom Festival and Fall Harvest Festival) Team Leader Patti LaGrassa
11. New Crops and expansions – Team Leader – Operations Team
12. Restore Water Tower – (AKA former Spray Program) Steve Smith
13. Newsletter – Patti LaGrassa
14. Trail, Outreach & Recreation Team
15. Marketing and Advertising – Joanne Team Leader

### **Respectfully Submitted Board of Directors**

Attachments:

Balance Sheet

Profit and Loss Summary

Profit and Loss by Category

Note: Financial – Detailed Profit and Loss – Available by request

[Live your beliefs and you can turn the world around. Henry David Thoreau.](#) American essayist, poet and philosopher, 1817-1862

**Friends of Sholan Farms, Inc.**  
**Balance Sheet - Summarized**  
 As of December 31, 2018

	Dec 31, 18
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · Bank Accounts - Checking	654.70
1100 · Bank Accounts - Savings	135,025.04
1130 · Investment Funds	57,857.17
<b>Total Checking/Savings</b>	193,536.91
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	2,844.20
<b>Total Accounts Receivable</b>	2,844.20
<b>Other Current Assets</b>	
1392 · Farm Credit Stock	1,000.00
<b>Total Other Current Assets</b>	1,000.00
<b>Total Current Assets</b>	197,381.11
<b>Fixed Assets</b>	
<b>1800 · Fixed Assets</b>	
1820 · Fixed Assets - Buildings	52,301.79
1830 · Fixed Assets - Farm Equipment	43,948.50
1840 · Tractors	102,052.91
1850 · Vehicles	49,833.00
1860 · Farm Stand Equipment	2,750.00
<b>Total 1800 · Fixed Assets</b>	250,886.20
<b>1900 · Accumulated Depreciation</b>	
1911 · Accum. Depr - Sprayer	-9,000.00
1920 · Accum Depr - Buildings	-25,627.80
1930 · Accum Depr -Farm Equipment	-20,853.00
1940 · Accum Depr - Tractors	-102,052.91
1950 · Accumulated Depr - Vehicles	-9,966.60
1960 · Accum. Depr. - Stand Equipment	-1,650.00
<b>Total 1900 · Accumulated Depreciation</b>	-169,150.31
<b>Total Fixed Assets</b>	81,735.89
<b>TOTAL ASSETS</b>	<b>279,117.00</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	7,538.15
<b>Total Accounts Payable</b>	7,538.15
<b>Credit Cards</b>	
2050 · Credit Card Accounts	347.60
<b>Total Credit Cards</b>	347.60
<b>Other Current Liabilities</b>	
2200 · Taxes Payable	1,208.00
2500 · Other Current Liabilities	100.00
2550 · Accruals	1,821.77
<b>Total Other Current Liabilities</b>	3,129.77

**Friends of Sholan Farms, Inc.**  
**Balance Sheet - Summarized**  
As of December 31, 2018

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	<u>Dec 31, 18</u>
Total Current Liabilities	11,015.52
Long Term Liabilities	
2600 · John Deere Credit	10,789.40
2602 · Farm Credit East	34,534.91
Total Long Term Liabilities	<u>45,324.31</u>
Total Liabilities	56,339.83
Equity	
3000 · Opening Bal Equity	25,328.43
3100 · Retained Earnings - Restricted	21,861.10
3200 · Retained Earnings - Operating	267,241.55
Net Income	<u>-91,653.91</u>
Total Equity	<u>222,777.17</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>279,117.00</u></u></b>

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
Ordinary Income/Expense	
Income	
4000 · Revenue	
4001 · Product Sales	
4100 · Apples	84,311.67
4130 · Wholesale Sales	31,923.20
4150 · Apple Wood	358.00
4164 · Peaches	1,467.80
4166 · Pumpkin	5,197.07
4170 · Farm Products	1,660.85
4180 · Berry Income	2,176.27
4190 · Adjustments to Income	-3,371.48
<b>Total 4001 · Product Sales</b>	<b>123,723.38</b>
4200 · Retail Sales	
4210 · Retail Sales - Taxable	27,019.35
4250 · Retail Sales - Non Taxable	14,545.70
<b>Total 4200 · Retail Sales</b>	<b>41,565.05</b>
4270 · Concession Sales (Food)	6,500.79
4300 · Activity Revenue	
4310 · Tours	6,456.00
4350 · Rental Income	175.00
4360 · Garden Plots	1,975.00
<b>Total 4300 · Activity Revenue</b>	<b>8,606.00</b>
4500 · Contributions, Gifts and Grants	
4560 · Sponsorship	10,160.00
4580 · Membership	5,850.00
4600 · Donations	3,819.65
4700 · Grants	14,338.00
<b>Total 4500 · Contributions, Gifts and Grants</b>	<b>34,167.65</b>
4800 · Other Revenue	
4810 · Solar Energy	1,472.41
4812 · Interest Income	341.45
4814 · Miscellaneous Income	250.00
4860 · Activities/Festivals Revenue	5,075.30
<b>Total 4800 · Other Revenue</b>	<b>7,139.16</b>
<b>Total 4000 · Revenue</b>	<b>221,702.03</b>
4950 · Investment Activity	227.27
<b>Total Income</b>	<b>221,929.30</b>
Cost of Goods Sold	
5300 · Cost of Goods Sold - Retail	8,404.63
5500 · Cost of Goods Sold - Products	16,950.00
5800 · Cost of Goods Sold - Concession	2,519.29
<b>Total COGS</b>	<b>27,873.92</b>
<b>Gross Profit</b>	<b>194,055.38</b>
Expense	

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
7000 · Salary & Wages	86,028.21
7030 · Payroll Taxes	
7032 · Social Security	5,333.76
7034 · Medicare	1,247.43
7036 · Unemployment	0.00
7038 · Worker's Compensation	6,482.50
	13,063.69
Total 7030 · Payroll Taxes	13,063.69
8010 · Professional Services	5,156.75
8060 · Advertising	
8061 · Advertising - Signs (A-frames, banners)	817.38
8062 · Display Sign	564.94
8064 · Advertising - Print	10,063.01
8065 · Advertising - Radio/TV	4,076.89
8066 · Advertising - Web	90.00
8067 · Advertising - Sponsorship	400.00
	16,012.22
Total 8060 · Advertising	16,012.22
8110 · Office Expense	
8111 · Office Supplies	1,695.20
8112 · Postage / Freight	1,077.80
8114 · Printing and Publications	3,526.94
8115 · Bank Service Charges	0.00
8116 · Credit Card Fees	2,872.60
8117 · Payroll Service Fees	1,087.98
8118 · Late Fees	-75.00
8119 · Help Wanted	518.91
8125 · Licenses, Permits & Fees	636.29
8126 · Membership Fees	777.20
	12,117.92
Total 8110 · Office Expense	12,117.92
8160 · Occupancy	
8162 · Utilities	7,513.48
8166 · Repairs & Maint	8,836.75
	16,350.23
Total 8160 · Occupancy	16,350.23
8210 · Conf/Seminars/Meetins	
8214 · Meetings/Events	3,240.84
8216 · Training	420.55
	3,661.39
Total 8210 · Conf/Seminars/Meetins	3,661.39
8260 · Interest Expense	2,212.49
8360 · Insurance	
8362 · Crop Insurance	4,385.00
8364 · Buildings and Contents	1,472.59
8366 · Liability Insurance	1,078.75
8368 · Farm Personal Property	1,464.16
8372 · Vehicles Insurance	869.00
8374 · Pollution Insurance	622.00
8376 · Board Insurance	735.00
	10,626.50
Total 8360 · Insurance	10,626.50
8410 · Supplies	
8412 · Farm Supplies	
8412.01 · Breeding / Polination	2,136.00
8412.02 · Irrigation	189.75



**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
8412.03 · Landscaping (Landscaping)	353.60
8412.04 · New Plants/Seeds (Trees, Plants, Bushes, etc.)	2,063.61
8412.05 · Orchard Signs - Informational	270.54
8412.07 · Spray Material/Chemicals	28,883.71
8412.08 · Chemical's for Planting	1,881.99
8412.09 · Bins / Large Crates	671.53
8412.11 · Planting Supplies	693.22
8412.12 · Worker Protection	1,011.08
8412.14 · Tools	118.20
8412.15 · Pruning Supplies	379.24
<b>Total 8412 · Farm Supplies</b>	<b>38,652.47</b>
<b>8422 · Other Supplies</b>	
8422.01 · Festival Supplies/Expense	1,295.20
8422.02 · Bags & Boxes (For Picking Apples)	8,905.58
8422.03 · Farm Stand Supplies	420.17
8422.04 · Parking Area	744.00
8422.05 · Supplies - Christmas	674.69
8422.06 · Volunteer Food	478.71
8422.10 · Tours Supplies/Expense	421.86
<b>Total 8422 · Other Supplies</b>	<b>12,940.21</b>
<b>Total 8410 · Supplies</b>	<b>51,592.68</b>
<b>8460 · Rentals</b>	
8462 · Tent Rentals	1,415.00
8464 · Festival Rentals	344.00
8466 · Truck Rental	428.83
8468 · Misc. Rentals	183.75
<b>Total 8460 · Rentals</b>	<b>2,371.58</b>
<b>8510 · Equipment</b>	
8512 · Equipment Purchases <5,000	4,559.88
8530 · Repairs & Maintenance	14,280.34
<b>Total 8510 · Equipment</b>	<b>18,840.22</b>
<b>8560 · Communication</b>	
8562 · Telephone	896.59
8566 · Internet Service	1,118.88
8568 · Member Contact	762.48
<b>Total 8560 · Communication</b>	<b>2,777.95</b>
<b>8610 · Vehicle Expense</b>	
8614 · Vehicle Repair & Maint.	120.00
8616 · Gasoline for Farm Equipment	1,429.42
8618 · Deisel Fuel	2,863.58
<b>Total 8610 · Vehicle Expense</b>	<b>4,413.00</b>
<b>8810 · Investment Expense</b>	<b>96.40</b>
<b>Total Expense</b>	<b>245,321.23</b>
<b>Net Ordinary Income</b>	<b>-51,265.85</b>
<b>Other Income/Expense</b>	
<b>Other Income</b>	
9920 · Unrealized Gain/Loss on Invest	-988.97
<b>Total Other Income</b>	<b>-988.97</b>
<b>Other Expense</b>	
9990 · Depreciation	39,399.09
	<b>39,399.09</b>

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Accrual Basis

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
January through December 2018

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	<u>Jan - Dec 18</u>
Total Other Expense	<u>39,399.09</u>
Net Other Income	<u>-40,388.06</u>
Net Income	<u><u>-91,653.91</u></u>

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
Ordinary Income/Expense	
Income	
4000 · Revenue	
4001 · Product Sales	
4100 · Apples	
4100.01 · Apple 1/4 Peck	
4102.01 · Apple 1/4 Peck	85.00
Total 4100.01 · Apple 1/4 Peck	85.00
4100.04 · Apple 1/2 Peck	
4104.01 · Apple 1/2 Peck	28,570.50
Total 4100.04 · Apple 1/2 Peck	28,570.50
4100.06 · Apple 1 Peck	
4106.01 · Apple 1 Peck	32,436.00
Total 4100.06 · Apple 1 Peck	32,436.00
4100.08 · Apple 1/2 Bushel	
4108.01 · Apple 1/2 Bushel	17,664.00
Total 4100.08 · Apple 1/2 Bushel	17,664.00
4100.10 · Apple 1 Bushel	
4110.01 · Apple 1 Bushel	840.00
Total 4100.10 · Apple 1 Bushel	840.00
4100.12 · Apples - 3lb Bag	280.00
4114 · Apple Misc Sales	
4114.01 · Apples - Orchard Run	1,868.02
4114.02 · Apples - Drop	1,917.00
4114.06 · Apples - Misc	651.15
Total 4114 · Apple Misc Sales	4,436.17
Total 4100 · Apples	84,311.67
4130 · Wholesale Sales	
4132 · Wholesale Apples	
4132.01 · Apple School Sales	18,775.00
4132.02 · Cider Apples	7,001.20
4132.03 · Apples - Wholesale	5,628.00
Total 4132 · Wholesale Apples	31,404.20
4136 · Wholesale Produce	114.00
4137 · Wholesale Pumpkins	145.00
4138 · Wholesale Peaches	203.00
4139 · Wholesale SunFlowers	57.00
Total 4130 · Wholesale Sales	31,923.20
4150 · Apple Wood	
4152 · Wood - Bundle	358.00
Total 4150 · Apple Wood	358.00
4164 · Peaches	1,467.80
4166 · Pumpkin	5,197.07
4170 · Farm Products	
4170.02 · Produce - Vegetable	1,037.60
4170.03 · Produce - Sun Flowers	96.41
4170.05 · Produce - Gourds	526.84
Total 4170 · Farm Products	1,660.85
4180 · Berry Income	
4182 · Raspberries	1,045.25

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
4184 · Blueberries	1,131.02
<b>Total 4180 · Berry Income</b>	<b>2,176.27</b>
4190 · Adjustments to Income	
4192 · Discounts - Coupons	-533.25
4194 · Discounts - Members	-1,280.50
4196 · Discounts - Volunteers	-1,394.75
4198 · Cash Over/Short	-162.98
<b>Total 4190 · Adjustments to Income</b>	<b>-3,371.48</b>
<b>Total 4001 · Product Sales</b>	<b>123,723.38</b>
4200 · Retail Sales	
4210 · Retail Sales - Taxable	
4218 · Merchandise Taxable	265.88
4220 · Consignment Sales - Taxable	878.59
4240 · Christmas Trees	24,418.82
4242 · Christmas Merchandise	1,456.06
<b>Total 4210 · Retail Sales - Taxable</b>	<b>27,019.35</b>
4250 · Retail Sales - Non Taxable	
4252 · Crisp Mix	1,991.50
4254 · Apple Cider	
4254.01 · Cider Gallon	1,414.00
4254.02 · Cider Half Gallon	2,116.75
<b>Total 4254 · Apple Cider</b>	<b>3,530.75</b>
4256 · Jelly	156.00
4262 · Honey	
4262.03 · Regular Honey	2,672.00
<b>Total 4262 · Honey</b>	<b>2,672.00</b>
4264 · Clothing	1,260.20
4265 · Stand Items	
4265.02 · Chips / Snacks	176.50
4265.03 · Honey Sticks	604.75
4265.04 · Candy Apples	3,857.00
<b>Total 4265 · Stand Items</b>	<b>4,638.25</b>
4266 · Merchandise No Tax	122.00
4268 · Consignment Sales-No Tax	175.00
<b>Total 4250 · Retail Sales - Non Taxable</b>	<b>14,545.70</b>
<b>Total 4200 · Retail Sales</b>	<b>41,565.05</b>
4270 · Concession Sales (Food)	
4272 · Prepared Food	
4272.06 · Pastry	880.46
4272.08 · Pie Slices	403.50
4272.10 · Other Food	4.71
4272.14 · Whole Pies	348.00
4272.16 · Cider Donuts	2,066.34
<b>Total 4272 · Prepared Food</b>	<b>3,703.01</b>
4275 · Beverages	
4275.01 · By the Cup	81.28
4275.02 · Soda/ Water Cans/Bottles	692.50
4275.03 · Cider Pints	1,399.00
<b>Total 4275 · Beverages</b>	<b>2,172.78</b>
4282 · Outside Vendor	625.00

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
<b>Total 4270 · Concession Sales (Food)</b>	6,500.79
<b>4300 · Activity Revenue</b>	
4310 · Tours	
4312 · School Tours	6,117.00
4314 · Party Tours	339.00
<b>Total 4310 · Tours</b>	6,456.00
4350 · Rental Income	175.00
4360 · Garden Plots	
4361 · Individual Plots	1,650.00
4362 · Group Plots	325.00
<b>Total 4360 · Garden Plots</b>	1,975.00
<b>Total 4300 · Activity Revenue</b>	8,606.00
<b>4500 · Contributions, Gifts and Grants</b>	
4560 · Sponsorship	10,160.00
4580 · Membership	5,850.00
4600 · Donations	
4610 · Donations - Cash	
4617 · Donations - In Memory of	100.00
4620 · Donations - Miscellaneous	3,719.65
<b>Total 4610 · Donations - Cash</b>	3,819.65
<b>Total 4600 · Donations</b>	3,819.65
4700 · Grants	
4704 · Grants - City -Cultural Council	2,338.00
4710 · Grants - Local	12,000.00
<b>Total 4700 · Grants</b>	14,338.00
<b>Total 4500 · Contributions, Gifts and Grants</b>	34,167.65
<b>4800 · Other Revenue</b>	
4810 · Solar Energy	1,472.41
4812 · Interest Income	341.45
4814 · Miscellaneous Income	250.00
4860 · Activities/Festivals Revenue	
4860.03 · Rental Revenue	1,870.00
4860.04 · Activities Revenue	417.00
4860.05 · Games/Rides Revenue	243.30
4860.09 · Outside Vendors	1,200.00
4860.11 · Raffle Revenue	1,345.00
<b>Total 4860 · Activities/Festivals Revenue</b>	5,075.30
<b>Total 4800 · Other Revenue</b>	7,139.16
<b>Total 4000 · Revenue</b>	221,702.03
<b>4950 · Investment Activity</b>	
4952 · Investment Interest/Dividends	227.27
<b>Total 4950 · Investment Activity</b>	227.27
<b>Total Income</b>	221,929.30
<b>Cost of Goods Sold</b>	
5300 · Cost of Goods Sold - Retail	
5308 · COGS Retail - Merchandise	563.17
5352 · COGS Retail - Crisp Mix	506.95
5354 · COGS Retail - Cider	2,988.75
5356 · COGS Retail - Jelly	67.50
5358 · COGS Retail - Candy Apples	1,711.00
5360 · COGS Retail - Chips/Snacks	111.10
5362 · COGS Retail - Honey	1,350.00

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
5368 · COGS Retail - Candy	419.76
5370 · COGS Retail - Consignment	686.40
<b>Total 5300 · Cost of Goods Sold - Retail</b>	<b>8,404.63</b>
5500 · Cost of Goods Sold - Products	
5552 · COGS - Pumpkins	4,591.25
5580 · COGS-Christmas Trees	12,358.75
<b>Total 5500 · Cost of Goods Sold - Products</b>	<b>16,950.00</b>
5800 · Cost of Goods Sold - Concession	
5802 · COGS Concession - Food	160.70
5803 · COGS Concessions Beverages	152.53
5810 · COGS - Bakery	
5810.01 · COGS - Pies	144.00
5810.03 · COGS - Pastry	830.00
5810.05 · COGS - Donuts	1,232.06
<b>Total 5810 · COGS - Bakery</b>	<b>2,206.06</b>
<b>Total 5800 · Cost of Goods Sold - Concession</b>	<b>2,519.29</b>
<b>Total COGS</b>	<b>27,873.92</b>
<b>Gross Profit</b>	<b>194,055.38</b>
<b>Expense</b>	
7000 · Salary & Wages	
7002 · Salary & Wages Farm Operations	64,271.21
7004 · Salary & Wages Farm Stand	17,042.00
7006 · Salary & Wages Pickers	3,292.50
7009 · Payroll Expenses	1,422.50
<b>Total 7000 · Salary &amp; Wages</b>	<b>86,028.21</b>
7030 · Payroll Taxes	
7032 · Social Security	5,333.76
7034 · Medicare	1,247.43
7036 · Unemployment	0.00
7038 · Worker's Compensation	6,482.50
<b>Total 7030 · Payroll Taxes</b>	<b>13,063.69</b>
8010 · Professional Services	
8020 · Professional Fees	
8020.02 · Entertainment	4,856.75
8020.10 · Prof Fees - Other	300.00
<b>Total 8020 · Professional Fees</b>	<b>5,156.75</b>
<b>Total 8010 · Professional Services</b>	<b>5,156.75</b>
8060 · Advertising	
8061 · Advertising - Signs (A-frames, banners)	817.38
8062 · Display Sign	564.94
8064 · Advertising - Print	10,063.01
8065 · Advertising - Radio/TV	4,076.89
8066 · Advertising - Web	90.00
8067 · Advertising - Sponsorship	400.00
<b>Total 8060 · Advertising</b>	<b>16,012.22</b>
8110 · Office Expense	
8111 · Office Supplies	
8111.03 · Computer Supplies/Service	673.01
8111 · Office Supplies - Other	1,022.19
<b>Total 8111 · Office Supplies</b>	<b>1,695.20</b>
8112 · Postage / Freight	

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
8112.01 · Postage / Shipping	716.80
8112.02 · Postal Fees (PO Box & Permits)	361.00
<b>Total 8112 · Postage / Freight</b>	<b>1,077.80</b>
<b>8114 · Printing and Publications</b>	
8114.01 · Printing and Reproductions	3,250.20
8114.03 · Newsletter	276.74
<b>Total 8114 · Printing and Publications</b>	<b>3,526.94</b>
<b>8115 · Bank Service Charges</b>	0.00
<b>8116 · Credit Card Fees</b>	
8116.01 · Processor Fee	2,603.55
8116.03 · Monthly Fees	240.00
8116.05 · PayPal Fee	15.30
8116.08 · EBT Fee	13.75
<b>Total 8116 · Credit Card Fees</b>	<b>2,872.60</b>
<b>8117 · Payroll Service Fees</b>	1,087.98
<b>8118 · Late Fees</b>	-75.00
<b>8119 · Help Wanted</b>	518.91
<b>8125 · Licenses, Permits &amp; Fees</b>	636.29
<b>8126 · Membership Fees</b>	777.20
<b>Total 8110 · Office Expense</b>	<b>12,117.92</b>
<b>8160 · Occupancy</b>	
<b>8162 · Utilities</b>	
8162.01 · Electric	2,747.63
8162.03 · Restroom Service	3,726.80
8162.04 · Trash Removal	1,039.05
<b>Total 8162 · Utilities</b>	<b>7,513.48</b>
<b>8166 · Repairs &amp; Maint</b>	
8166.01 · Buildings	237.03
8166.02 · Electrical Work	604.28
8166.03 · Grounds Maintenance	7,995.44
<b>Total 8166 · Repairs &amp; Maint</b>	<b>8,836.75</b>
<b>Total 8160 · Occupancy</b>	<b>16,350.23</b>
<b>8210 · Conf/Seminars/Meetins</b>	
<b>8214 · Meetings/Events</b>	
8214.02 · Volunteer	3,240.84
<b>Total 8214 · Meetings/Events</b>	<b>3,240.84</b>
<b>8216 · Training</b>	420.55
<b>Total 8210 · Conf/Seminars/Meetins</b>	<b>3,661.39</b>
<b>8260 · Interest Expense</b>	
8262 · Finance Charge	98.22
8264 · Loan Interest	2,114.27
<b>Total 8260 · Interest Expense</b>	<b>2,212.49</b>
<b>8360 · Insurance</b>	
8362 · Crop Insurance	4,385.00
8364 · Buildings and Contents	1,472.59
8366 · Liability Insurance	1,078.75
8368 · Farm Personal Property	1,464.16
8372 · Vehicles Insurance	869.00
8374 · Pollution Insurance	622.00
8376 · Board Insurance	735.00

**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
 January through December 2018

	Jan - Dec 18
Total 8360 · Insurance	10,626.50
<b>8410 · Supplies</b>	
<b>8412 · Farm Supplies</b>	
8412.01 · Breeding / Polination	2,136.00
8412.02 · Irrigation	189.75
8412.03 · Landscaping (Landscaping)	353.60
8412.04 · New Plants/Seeds (Trees, Plants, Bushes, etc.)	2,063.61
8412.05 · Orchard Signs - Informational	270.54
8412.07 · Spray Material/Chemicals	28,883.71
8412.08 · Chemical's for Planting	1,881.99
8412.09 · Bins / Large Crates	671.53
8412.11 · Planting Supplies	693.22
8412.12 · Worker Protection	1,011.08
8412.14 · Tools	118.20
8412.15 · Pruning Supplies	379.24
<b>Total 8412 · Farm Supplies</b>	38,652.47
<b>8422 · Other Supplies</b>	
8422.01 · Festival Supplies/Expense	1,295.20
8422.02 · Bags & Boxes (For Picking Apples)	8,905.58
8422.03 · Farm Stand Supplies	420.17
8422.04 · Parking Area	744.00
8422.05 · Supplies - Christmas	674.69
8422.06 · Volunteer Food	478.71
8422.10 · Tours Supplies/Expense	421.86
<b>Total 8422 · Other Supplies</b>	12,940.21
<b>Total 8410 · Supplies</b>	51,592.68
<b>8460 · Rentals</b>	
8462 · Tent Rentals	1,415.00
8464 · Festival Rentals	344.00
8466 · Truck Rental	428.83
8468 · Misc. Rentals	183.75
<b>Total 8460 · Rentals</b>	2,371.58
<b>8510 · Equipment</b>	
8512 · Equipment Purchases <5,000	
8512 · Equipment Purchases <5,000 - Other	4,559.88
<b>Total 8512 · Equipment Purchases &lt;5,000</b>	4,559.88
<b>8530 · Repairs &amp; Maintenance</b>	
8531 · Stand Equipment	1,070.10
8532 · Farm Equipment	13,210.24
<b>Total 8530 · Repairs &amp; Maintenance</b>	14,280.34
<b>Total 8510 · Equipment</b>	18,840.22
<b>8560 · Communication</b>	
8562 · Telephone	
8562.01 · Land Line Phone	822.29
8562.02 · Cell Phone	74.30
<b>Total 8562 · Telephone</b>	896.59
8566 · Internet Service	1,118.88
8568 · Member Contact	762.48
<b>Total 8560 · Communication</b>	2,777.95
<b>8610 · Vehicle Expense</b>	
8614 · Vehicle Repair & Maint.	120.00
8616 · Gasoline for Farm Equipment	1,429.42



**Friends of Sholan Farms, Inc.**  
**Profit & Loss Summarized**  
January through December 2018

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	<u>Jan - Dec 18</u>
8618 · Deisel Fuel	2,863.58
Total 8610 · Vehicle Expense	4,413.00
8810 · Investment Expense	96.40
Total Expense	245,321.23
Net Ordinary Income	-51,265.85
Other Income/Expense	
Other Income	
9920 · Unrealized Gain/Loss on Invest	-988.97
Total Other Income	-988.97
Other Expense	
9990 · Depreciation	39,399.09
Total Other Expense	39,399.09
Net Other Income	-40,388.06
Net Income	<u><u>-91,653.91</u></u>

**Friends of Sholan Farms, Inc.**  
**Profit & Loss**

January through December 2018  
CH - Christmas Trees

	Administration	Total Fundraising	(Operations)	Total Operations (Program Service)	Total Retail (Program Service)
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4000 · Revenue	40.00	6,157.57	25,880.45	148,992.77	21,461.14
4950 · Investment Activity	0.00	0.00	0.00	227.27	0.00
<b>Total Income</b>	40.00	6,157.57	25,880.45	149,220.04	21,461.14
<b>Cost of Goods Sold</b>					
5300 · Cost of Goods Sold - Retail	0.00	0.00	539.17	0.00	7,865.46
5500 · Cost of Goods Sold - Products	0.00	0.00	12,358.75	4,591.25	0.00
5800 · Cost of Goods Sold - Concession	0.00	0.00	0.00	0.00	2,519.29
<b>Total COGS</b>	0.00	0.00	12,897.92	4,591.25	10,384.75
<b>Gross Profit</b>	40.00	6,157.57	12,982.53	144,628.79	11,076.39
<b>Expense</b>					
7000 · Salary & Wages	0.00	0.00	5,393.31	80,634.90	0.00
7030 · Payroll Taxes	0.00	0.00	412.58	12,651.11	0.00
8010 · Professional Services	0.00	0.00	0.00	3,326.50	0.00
8060 · Advertising	0.00	0.00	156.34	12,609.92	0.00
8110 · Office Expense	347.47	113.90	130.01	10,179.83	16.58
8160 · Occupancy	0.00	0.00	203.30	15,924.93	0.00
8210 · Conf/Seminars/Meetings	0.00	0.00	0.00	3,661.39	0.00
8260 · Interest Expense	0.00	0.00	0.00	2,212.49	0.00
8360 · Insurance	735.00	0.00	0.00	9,891.50	0.00
8410 · Supplies	0.00	0.00	674.69	49,303.92	12.00
8460 · Rentals	0.00	0.00	0.00	1,762.58	0.00
8510 · Equipment	0.00	0.00	0.00	18,840.22	0.00
8560 · Communication	0.00	0.00	0.00	2,777.95	0.00
8610 · Vehicle Expense	0.00	0.00	0.00	4,413.00	0.00
8810 · Investment Expense	0.00	0.00	0.00	96.40	0.00
<b>Total Expense</b>	1,082.47	113.90	6,970.23	228,286.64	28.58
<b>Net Ordinary Income</b>	-1,042.47	6,043.67	6,012.30	-83,657.85	11,047.81
<b>Other Income/Expense</b>					
Other Income					

Friends of Sholan Farms, Inc.

Profit & Loss

January through December 2018

	Administration	Total Fundraising	(Operations)	Total Operations (Program Service)	Total Retail (Program Service)
	0.00	0.00	0.00	-988.97	0.00
9920 - Unrealized Gain/Loss on Invest	0.00	0.00	0.00	-988.97	0.00
Total Other Income					
Other Expense					
9990 - Depreciation	0.00	0.00	0.00	39,399.09	0.00
Total Other Expense	0.00	0.00	0.00	39,399.09	0.00
Net Other Income	0.00	0.00	0.00	-40,388.06	0.00
Net Income	<u>-1,042.47</u>	<u>6,043.67</u>	<u>6,012.30</u>	<u>-124,045.91</u>	<u>11,047.81</u>

**Friends of Sholan Farms, Inc.**  
**Profit & Loss**

January through December 2018  
Apple Blossom Festival FC-Fall Crafter Event

	(Events)	(Events)	(Events)	(Program Service)
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 · Revenue	6,855.00	1,310.00	3,906.10	7,099.00
4950 · Investment Activity	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>6,855.00</b>	<b>1,310.00</b>	<b>3,906.10</b>	<b>7,099.00</b>
<b>Cost of Goods Sold</b>				
5300 · Cost of Goods Sold - Retail	0.00	0.00	0.00	0.00
5500 · Cost of Goods Sold - Products	0.00	0.00	0.00	0.00
5800 · Cost of Goods Sold - Concession	0.00	0.00	0.00	0.00
<b>Total COGS</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Gross Profit</b>	<b>6,855.00</b>	<b>1,310.00</b>	<b>3,906.10</b>	<b>7,099.00</b>
<b>Expense</b>				
7000 · Salary & Wages	0.00	0.00	0.00	0.00
7030 · Payroll Taxes	0.00	0.00	0.00	0.00
8010 · Professional Services	39.49	0.00	1,790.76	0.00
8060 · Advertising	3,245.96	0.00	0.00	0.00
8110 · Office Expense	914.54	0.00	415.59	0.00
8160 · Occupancy	222.00	0.00	0.00	0.00
8210 · Conf/Seminars/Meetings	0.00	0.00	0.00	0.00
8260 · Interest Expense	0.00	0.00	0.00	0.00
8360 · Insurance	0.00	0.00	0.00	0.00
8410 · Supplies	966.87	0.00	213.34	421.86
8460 · Rentals	0.00	0.00	609.00	0.00
8510 · Equipment	0.00	0.00	0.00	0.00
8560 · Communication	0.00	0.00	0.00	0.00
8610 · Vehicle Expense	0.00	0.00	0.00	0.00
8810 · Investment Expense	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>5,388.86</b>	<b>0.00</b>	<b>3,028.69</b>	<b>421.86</b>
<b>Net Ordinary Income</b>	<b>1,466.14</b>	<b>1,310.00</b>	<b>877.41</b>	<b>6,677.14</b>
<b>Other Income/Expense</b>				
Other Income				

Friends of Sholan Farms, Inc.

Profit & Loss

January through December 2018  
FC-Fall Crafter Event

	Apple Blossom Festival (Events)	January through December 2018 FC-Fall Crafter Event (Events)	HW-Harvest Weekend (Events)	Tours (Program Service)
9920 - Unrealized Gain/Loss on Invest	0.00	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00	0.00
Other Expense				
9990 - Depreciation	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00
Net Income	<u>1,466.14</u>	<u>1,310.00</u>	<u>877.41</u>	<u>6,677.14</u>

**Friends of Sholan Farms, Inc.**  
**Profit & Loss**  
January through December 2018

	<u>Total Program Service</u>	<u>TOTAL</u>
<b>Ordinary Income/Expense</b>		
Income		
4000 · Revenue	189,624.01	195,821.58
4950 · Investment Activity	227.27	227.27
<b>Total Income</b>	<u>189,851.28</u>	<u>196,048.85</u>
Cost of Goods Sold		
5300 · Cost of Goods Sold - Retail	7,865.46	7,865.46
5500 · Cost of Goods Sold - Products	4,591.25	4,591.25
5800 · Cost of Goods Sold - Concession	2,519.29	2,519.29
<b>Total COGS</b>	<u>14,976.00</u>	<u>14,976.00</u>
<b>Gross Profit</b>	<u>174,875.28</u>	<u>181,072.85</u>
Expense		
7000 · Salary & Wages	80,634.90	80,634.90
7030 · Payroll Taxes	12,651.11	12,651.11
8010 · Professional Services	5,156.75	5,156.75
8060 · Advertising	15,855.88	15,855.88
8110 · Office Expense	11,526.54	11,987.91
8160 · Occupancy	16,146.93	16,146.93
8210 · Conf/Seminars/Meetings	3,661.39	3,661.39
8260 · Interest Expense	2,212.49	2,212.49
8360 · Insurance	9,891.50	10,626.50
8410 · Supplies	50,917.99	50,917.99
8460 · Rentals	2,371.58	2,371.58
8510 · Equipment	18,840.22	18,840.22
8560 · Communication	2,777.95	2,777.95
8610 · Vehicle Expense	4,413.00	4,413.00
8810 · Investment Expense	96.40	96.40
<b>Total Expense</b>	<u>237,154.63</u>	<u>238,351.00</u>
<b>Net Ordinary Income</b>	<u>-62,279.35</u>	<u>-57,278.15</u>
<b>Other Income/Expense</b>		
Other Income		

**Friends of Sholan Farms, Inc.**  
**Profit & Loss**  
January through December 2018

	<u>Total Program Service</u>	<u>TOTAL</u>
	-988.97	-988.97
	-988.97	-988.97
	39,399.09	39,399.09
	39,399.09	39,399.09
	-40,388.06	-40,388.06
	<u><u>-102,667.41</u></u>	<u><u>-97,666.21</u></u>

9920 - Unrealized Gain/Loss on Invest

Total Other Income

Other Expense

9990 - Depreciation

Total Other Expense

Net Other Income

Net Income