

# JOHN DAY GREENHOUSE PROJECT UPDATE

SEPTEMBER 2020

# Facility Background

- 6,000 sf hydroponic greenhouse
- Three bays (production, leafy greens, vine crops)
- Financed with \$350,000 SPWF loan from Business Oregon
- Construction completed September 9, 2019



# PRODUCT LINE

Greenhouse currently offers 18 products: tomatoes, cucumbers, leafy greens, fruit, herbs, and a salad pack

## Orange Cherry Tomatoes

Super sweet and juicy cherry tomatoes, vine ripened for exceptional flavor.

**\$4.00 / pt** *Low stock*



## Cherry Tomatoes

The pictures don't lie - these are the best Cherry Tomatoes you'll ever eat. Vine ripened, they are harvested year...

**\$4.00 / pt**



## Purple Bumble Bee Cherry...

Beautiful eye catching cherry tomato, sweet and meaty, a perfect addition to your salads.

**\$4.00 / pt** *Low stock*



## Thai Basil (whole plant)

Our Thai basil plants are sold with the roots intact and taste delicious. Thai basil is native to Southeast Asia and ha...

**\$3.00** *Out of stock*



## Basil (Whole Plant)

Our basil is grown until just before seeding, ensuring optimal taste and fragrance. We sell our herbs as living...

**\$3.00**



## Cilantro (Bunch)

Grown fresh weekly - you won't need nearly as much as store-bought with our fresh hydroponic cilantro. Price per...

**\$1.50** *Low stock*



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## Corinto Cucumber

These babies are delicious. Our Corinto cukes are left on the vine until peak freshness. They are 7-8" and make gre...

**\$1.00**



## Socrates Cucumber

Socrates cukes are dark green, thin-skinned, 7-8" fruits. This is one of the BEST cucumbers on the market today....

**\$1.00**



## Small Snacking Cucumber

Small snacking cucumbers are great for snacking or adding to your favorite beverage! Almost seedless and super...

**\$0.50**



## Orange Slicer Tomatoes

Orange beefsteak tomato, low in acid and good flavor and texture. Try this on your next burger!

**\$2.99** *Out of stock*



## Slicer Tomatoes

Big, fat and juicy. These jaw droppers are left on the vine till they can't take it any more. Love me some slicers in BLT's, o...

**\$2.99 / lb** *Out of stock*



## Cantaloupe (Eastern)

These Eastern (deeply ribbed skin) melons are medium-sized. The texture and complexity of flavor of this variety...

**\$5.00** *Low stock*



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## Cantaloupe (Sugarcube)

These softball-sized melons are a smaller hybrid variety of American cantaloupe with orange flesh and a cor...

**\$3.00** *Out of stock*



## Red Bell Pepper

Sweet and crunchy! Perfect for snacking or add to your next meal of fajitas or Gumbo!

**\$2.00** *Out of stock*



## Salad Pack

Our salad pack includes 2 butterhead lettuces, 1 lb of slicer tomatoes, and a cucumber. Taste the difference in fresh...

**\$7.50** *Out of stock*



## Butterhead lettuce

Butterhead lettuces have soft, buttery-textured leaves that form very loose "heads". They boast a mild, sweet and...

**\$2.25** *Out of stock*



## Red Romaine

Our hydroponic mini-Red Romaine lettuce is beautiful and delicious in Caesar or Garden salads. It is decorate,...

**\$2.25** *Out of stock*



## Green Romaine

Our hydroponic Green Romaine is perfect for salads. It has a sweet, mild flavor and is harvested when perfectly...

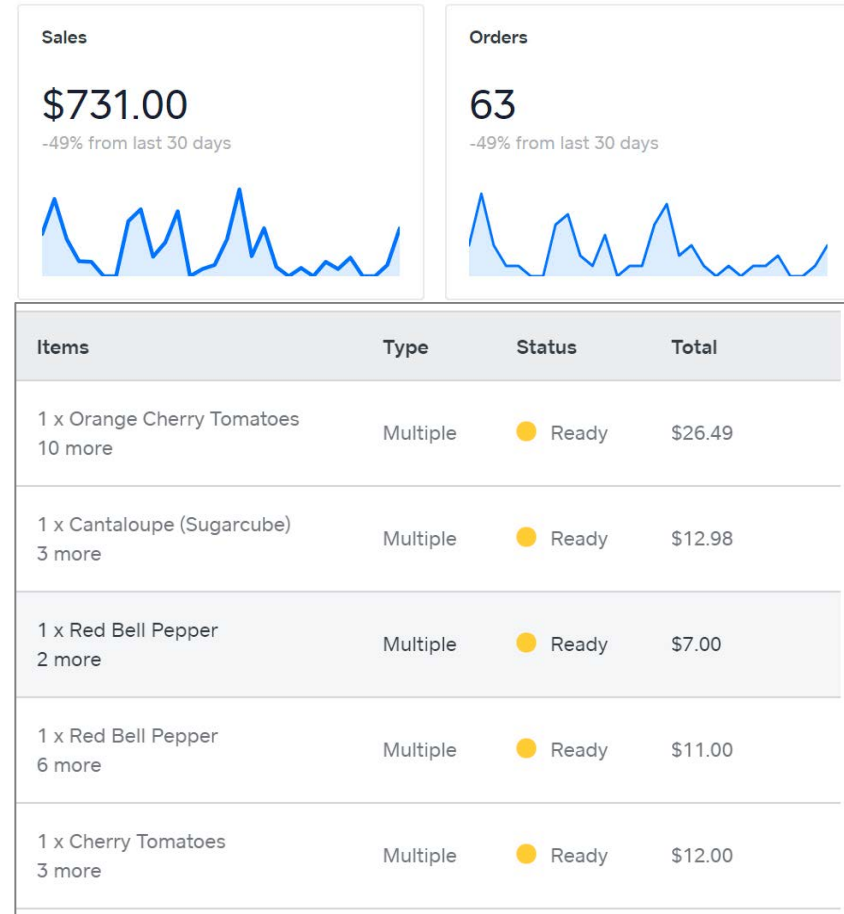
**\$2.25** *Out of stock*



# E-COMMERCE PLATFORM

- Produce distributed via a two-sided business model
  - Direct-to-Consumer (D2C)
  - Business-to-Business (B2B)
- Sales managed via Square application
- Orders processed at

[www.johndaygreenhouse.com](http://www.johndaygreenhouse.com)



# Order Processing

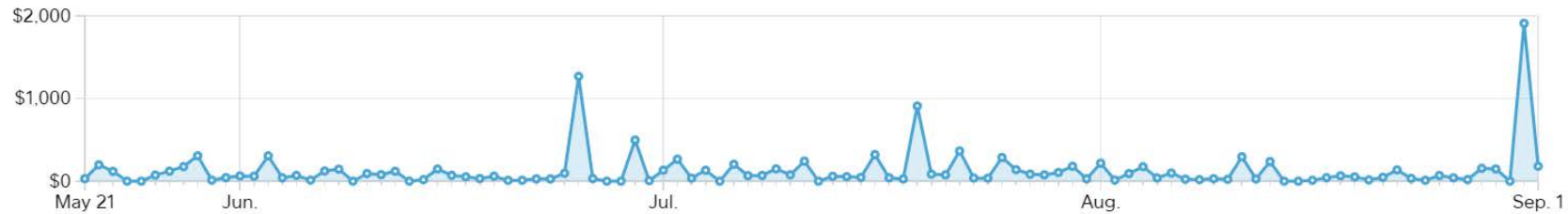
- Orders submitted online (or invoiced via the app)
- Payment submitted (or invoice generated)
- Customer picks up produce at the greenhouse
- Staff update order as filled



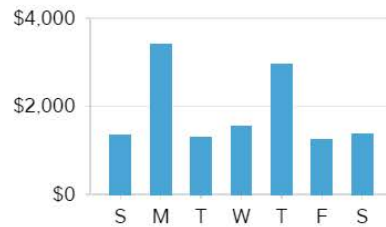
# ONLINE SALES (Thru Sep 01)

- Online sales began late May 2020
- \$13,115.70 gross sales
- \$11,522.41 net sales (less B2B discounts)

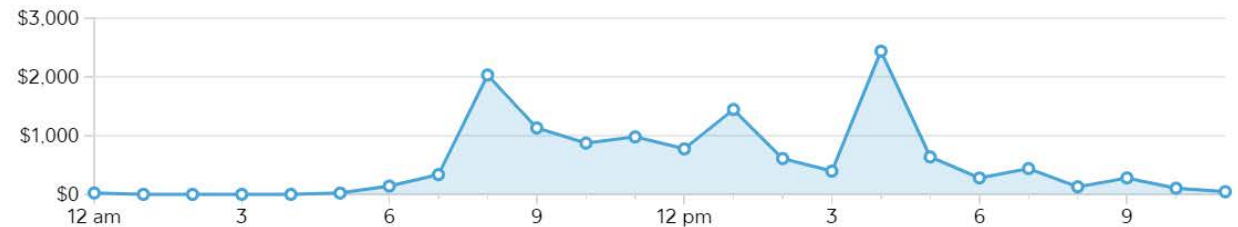
05/21/2020–09/01/2020



DAY OF WEEK

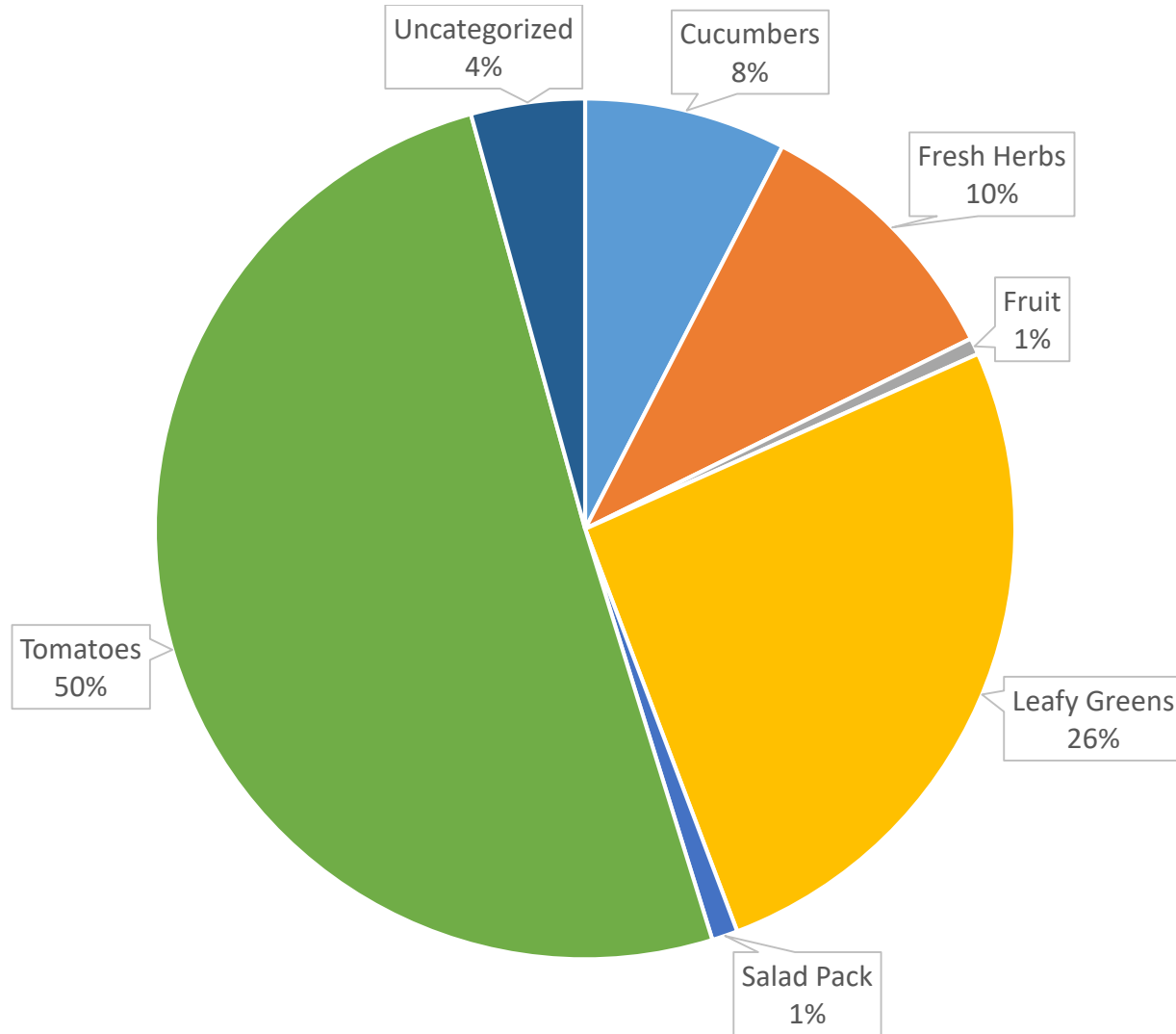


TIME OF DAY

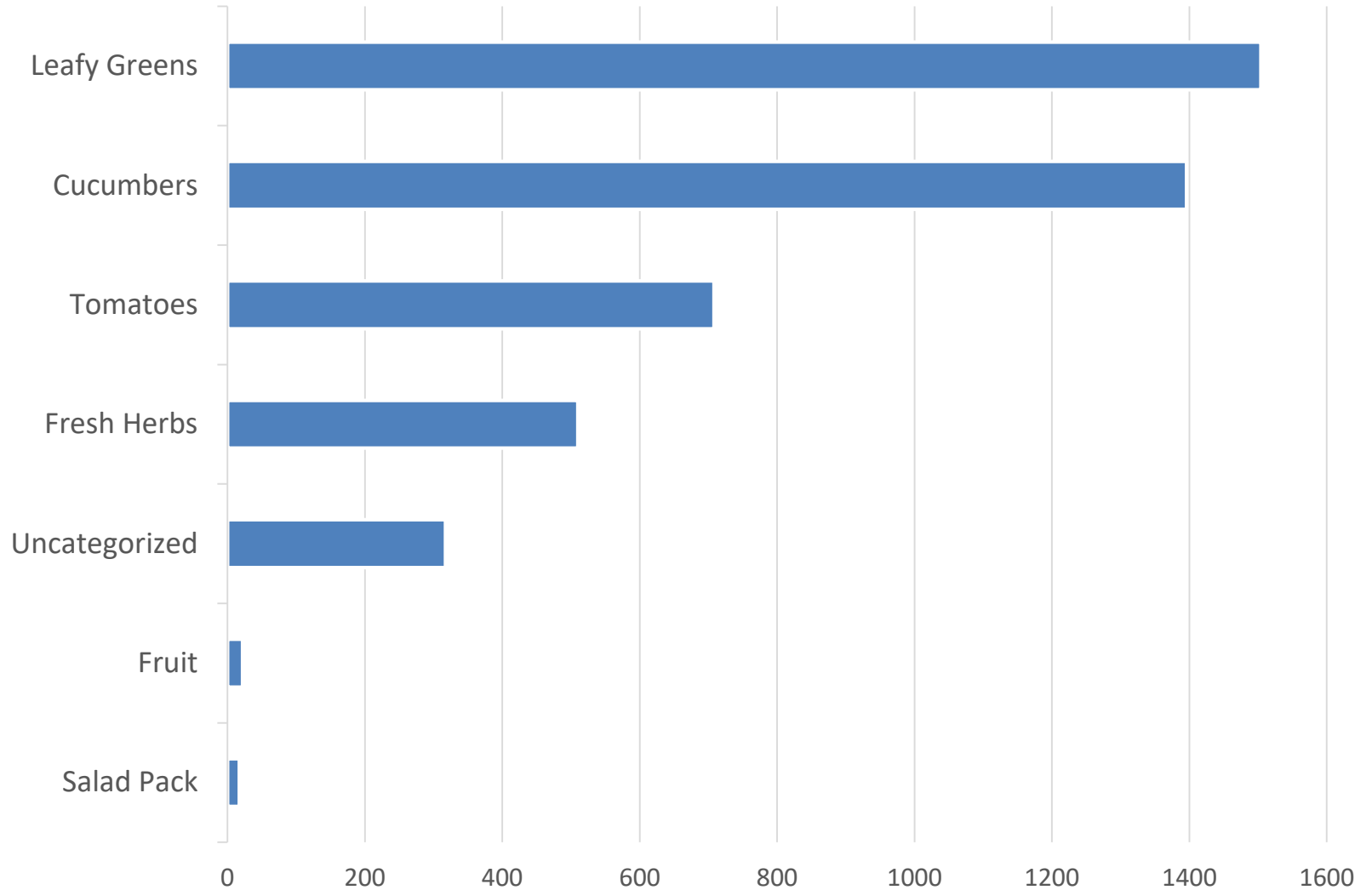




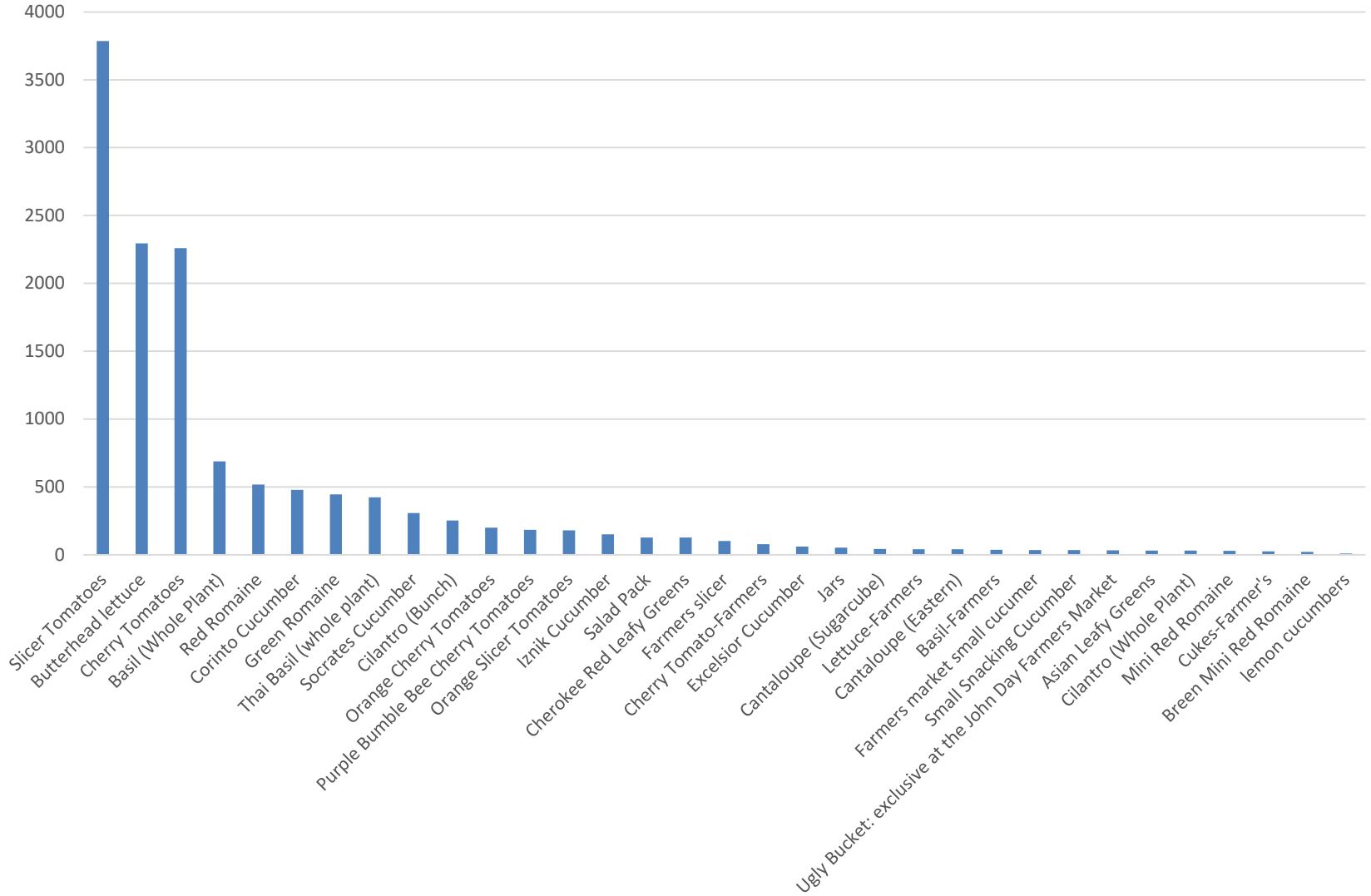
# SALES BY CATEGORY



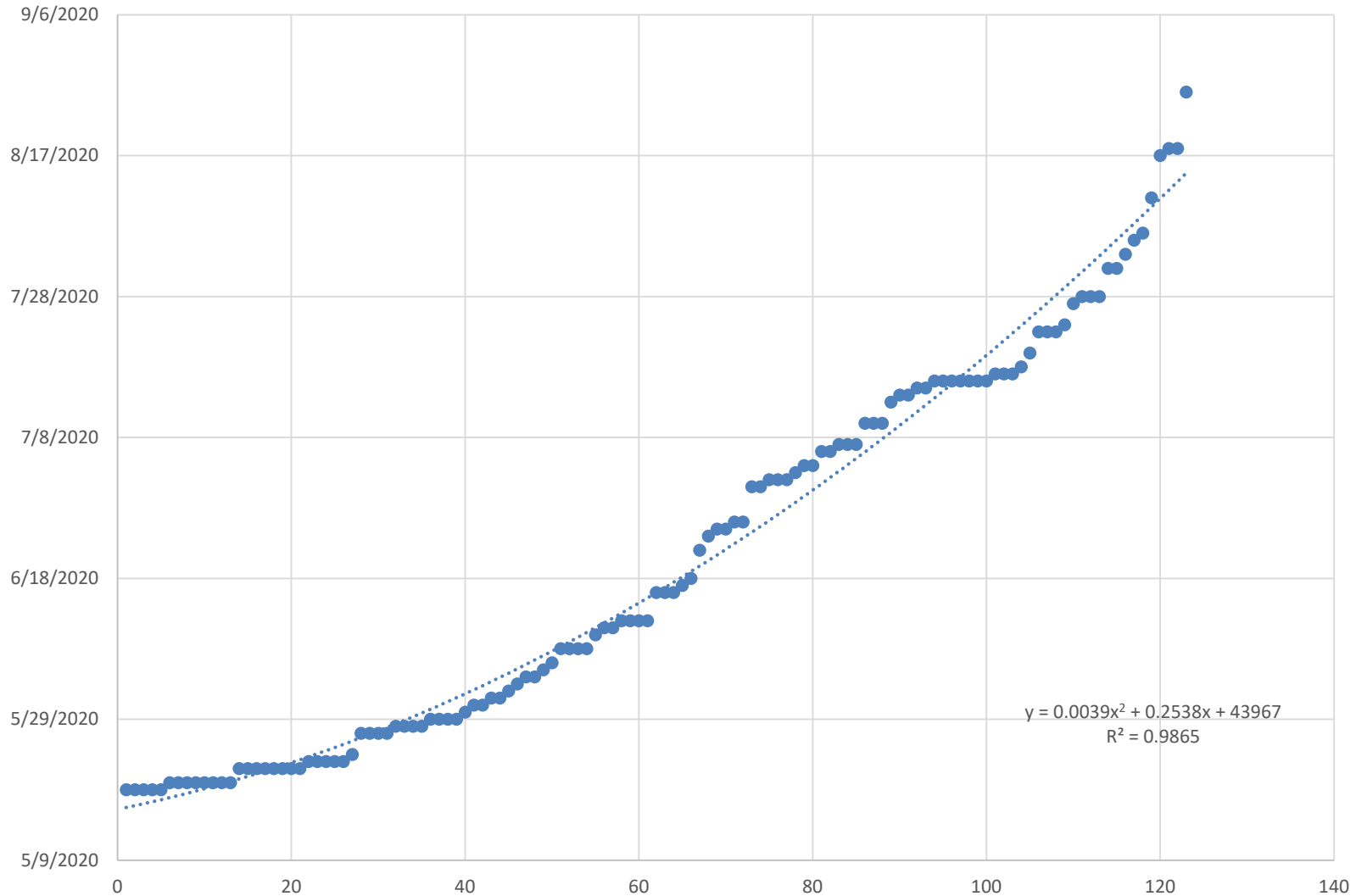
# SALES BY VOLUME



# GROSS SALES (\$) BY ITEM



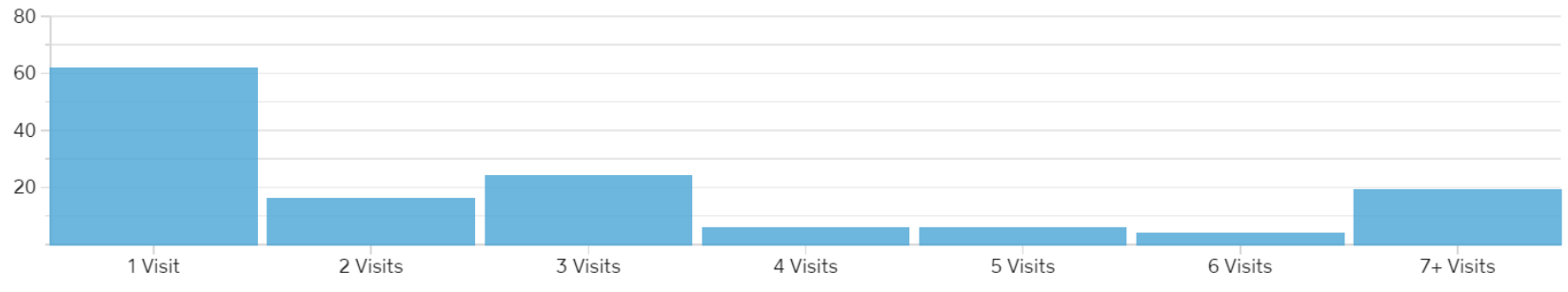
# CUSTOMER ACQUISITION



# CUSTOMER RETENTION

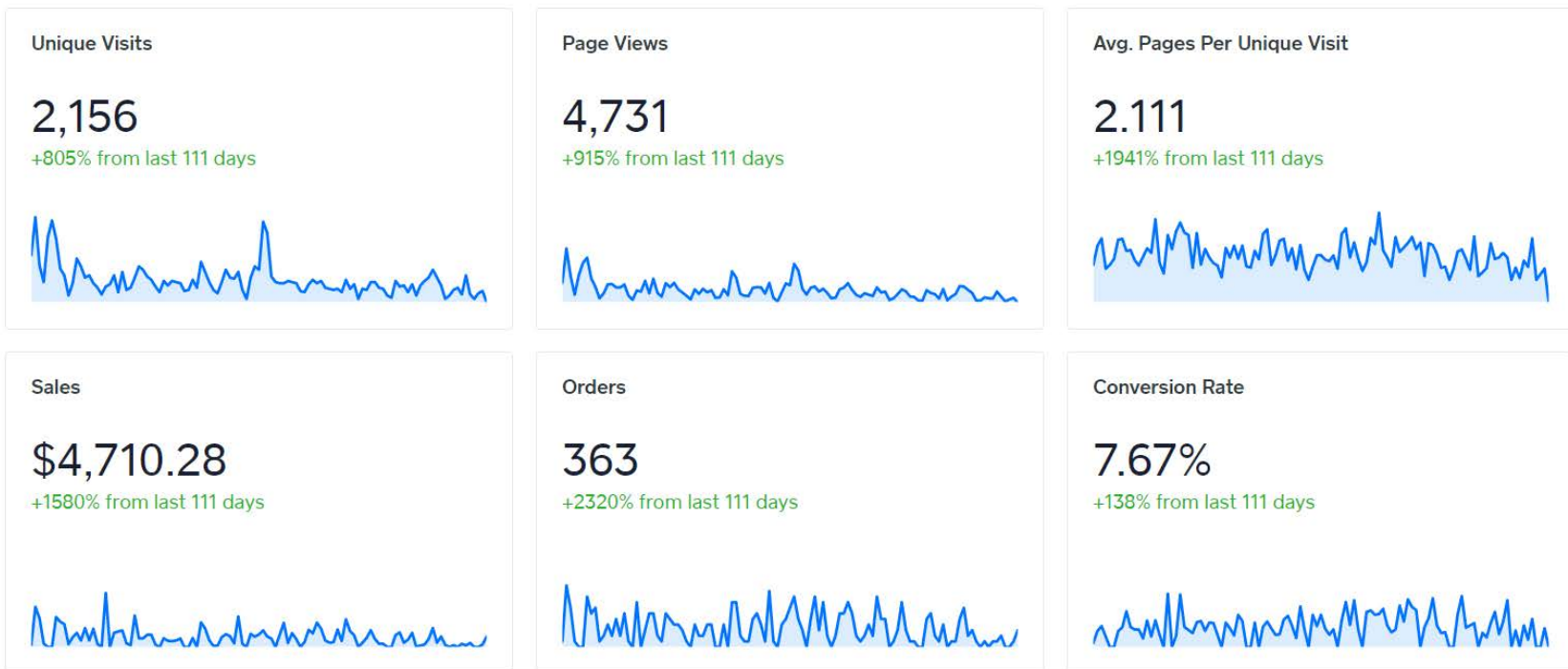
- 176 Total Customers (Year-to-Date)
  - One third are first time customers
  - Two third's are repeat customers (67% retention rate)

Visit Frequency



# SITE ANALYTICS

- 2,156 unique visitors to website (20 visitors per day)
- 7.67% conversion rate (visitor sales)
- 2 pages viewed per visitor



# INTERNSHIP

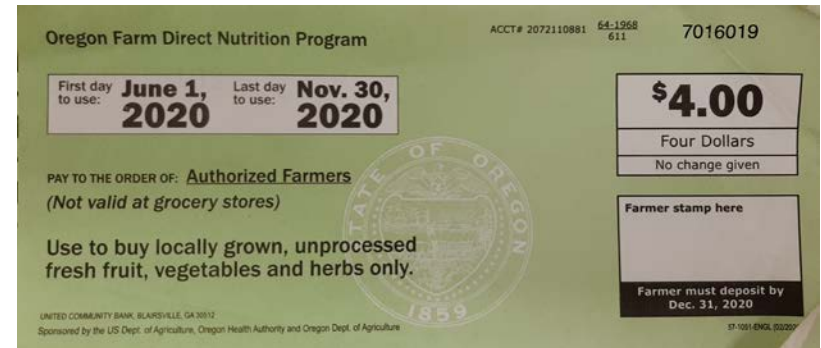
First intern – Zachary Ostberg (August 2020)




# FOOD SECURITY PROGRAMS

City is participating in multiple food security programs

- John Day Farmers Market
- Oregon Farm Direct Nutrition Program (applied)
- USDA SNAP (approved)



		<b>U.S. Department of Agriculture - Food and Nutrition Service</b>	
<b>SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM PERMIT</b>			
<b>FNS NUMBER: 0725212</b>		<b>Authorization Effective Date: 08/20/2020</b>	
<b>Store Name:</b> John Day Greenhouse		<b>Mailing Address:</b> 450 E Main St John Day, OR 97845-1238	
<b>Location Address:</b> 480 Nw Johnson Drive John Day, OR 97845			
<b>Owner/Officer Name(s):</b> City of John Day			
<p>This permit certifies that the owner(s)/officer(s) and business location listed above are hereby granted approval to accept and redeem Supplemental Nutrition Assistance Program (SNAP) benefits on the condition that the acceptance and redemption of all SNAP benefits shall be in accordance with the rules and regulations governing the SNAP.</p>			
<b>THIS PERMIT IS VALID ONLY FOR THE OWNER(S)/OFFICER(S) LISTED AND OPERATING AT THE LOCATION ABOVE</b>			
<p>Any changes in the ownership, location, or name of business, and/or civil or criminal conviction of the owner(s)/officer(s) or loss of other business licenses due to violations may void this permit. <b>FAILURE TO REPORT SUCH CHANGES IMMEDIATELY TO USDA MAY RESULT IN SUBSTANTIAL FINES AND ADMINISTRATIVE SANCTIONS.</b> Call 1-877-823-4369 to report changes.</p>			
<p>Keep this permit for your records; <b>do not post</b> it in the store. If the store moves, is sold/closed or wishes to voluntarily withdraw from SNAP, contact USDA at 1-877-823-4369.</p>			
Date of Issue: 08/20/2020			