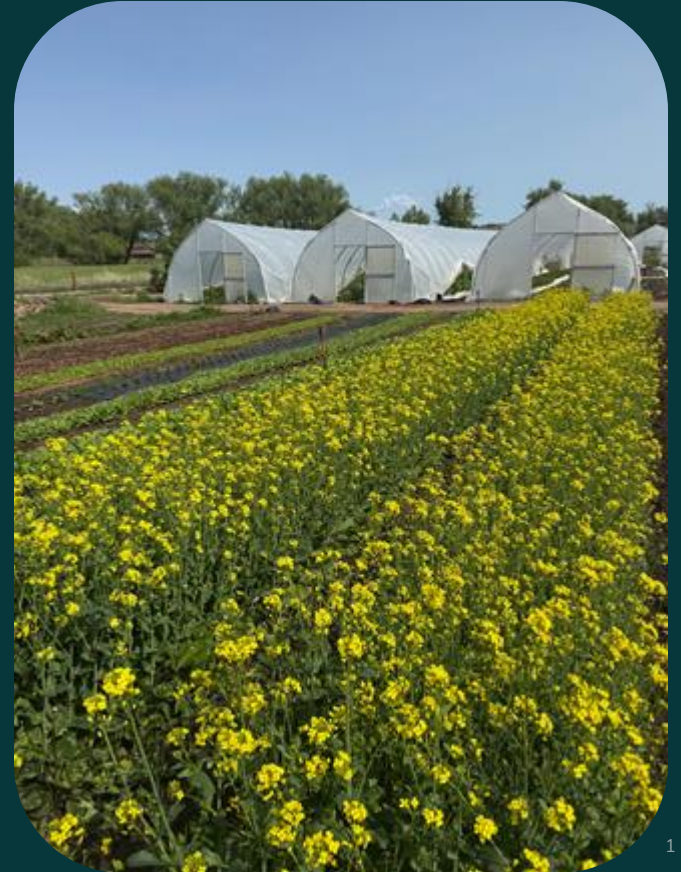




# Growing for Chefs, Growing for the Future





# Who am I?

- Academic
- Artist
- Farmer
- Entrepreneur







# Esoterra Culinary Garden

est.2018

Moved on to 100 acres of City of  
Boulder OSMP land in 2020

3+ acres of permanent no-till  
vegetable beds

~.5 acres under cover

Extensive perennial hedgerow  
plantings

Over 300 species of culinary plants

Year-round sales to local restaurants



# Mission:



- To provide the highest quality produce to the best chefs in the region.
- To be a culinary pilgrimage destination.

# Foundational Ecological Principles



# No Till

**An Ethic of Non-Violence - Preservation and Proliferation of Life in the Garden**

**Permanent Production Beds - ~300 (30" x 100 ft) beds**

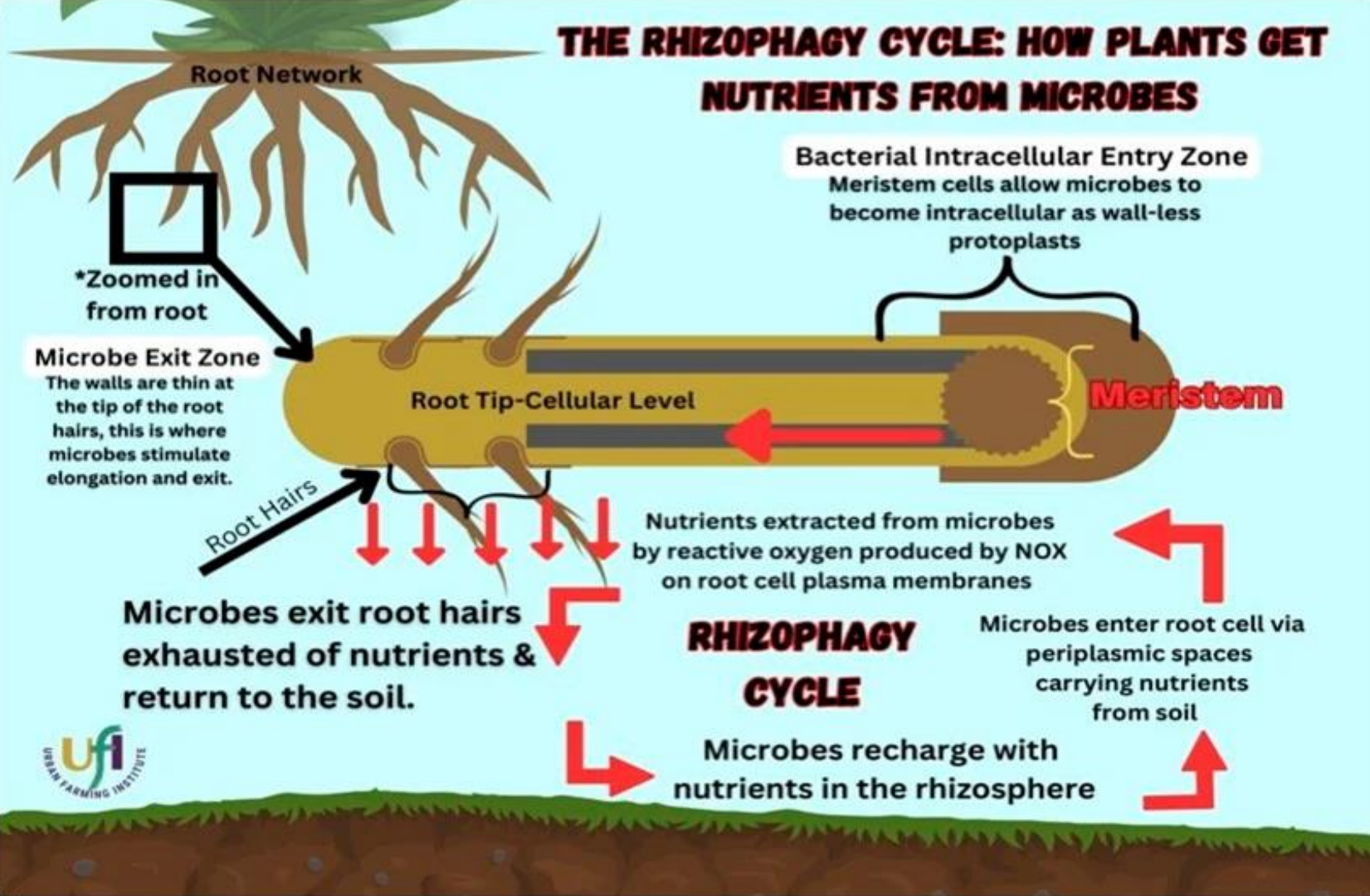
**No Bare Soil - using the Paperpot System to keep all beds planted\*\*\***

**Green (or Purple, etc.) Growing Plants = an Engine of Photosynthesis**





# THE RHIZOPHAGY CYCLE: HOW PLANTS GET NUTRIENTS FROM MICROBES



# Biologically Intensive Farming

We identify biological solutions to our ecological problems.

We are practitioners of inoculation!

We nurture our **Invisible Allies...**

WE ARE FARMERS OF MICROBES





# The Habitat Imperative

Being the **Host with the Most**

Bee Hives + Tiny Nectaries

Prioritize Pollinator Forage





# Perennials



# Farm/Business



# Farm Stats

# 2025



Sales CAGR since 2018

Production steadily increasing to meet demand. The market grows with the business.

# 25%

Total Current Customers

Land and expand. Net Revenue Retention initiative.

# 50

Total FT/PT employees

Each employee an amazing human who loves plants and being part of the farm community.

# 15

# Farm Stats

# 2025



Total Beds on the Farm

Each bed considered as a vital unit of production. Generally 30" x 100' with 18" pathways.

300+

Total crop varieties grown

Seasonal plant solutions offer optionality in crop rotations and diversity of flavors and textures and culinary experience for customers.

300+

Annual Revenue per Bed

Total productivity results from many different strategies: intensive growing, season extension, specialty crops, etc.

\$3k

# In Good Company



Organizational  
infrastructure and  
empowerment



Employee Relations  
and an Ethic of  
Excellence



The Value  
Proposition of the  
Living Wage



# CRM

## Customer Relationship Management





**If your customer buys once,  
you made a sale.**

**If they come back, you built  
trust.**

**If they tell others, you built  
a brand.**

**We are tasked with rebuilding  
regional agricultural economies.**

**There is a persistent need in the local  
market for producers to present with  
reliability, consistency and quality; to  
earn the trust of their customers and  
thus build long term relationships.**

**The mutual benefit relationships that  
are formed generate resilience and  
prosperity horizontally across multiple  
businesses and throughout  
communities.**

# Succession Plant for Success

4-8 beds of salad greens/week JAN - OCT

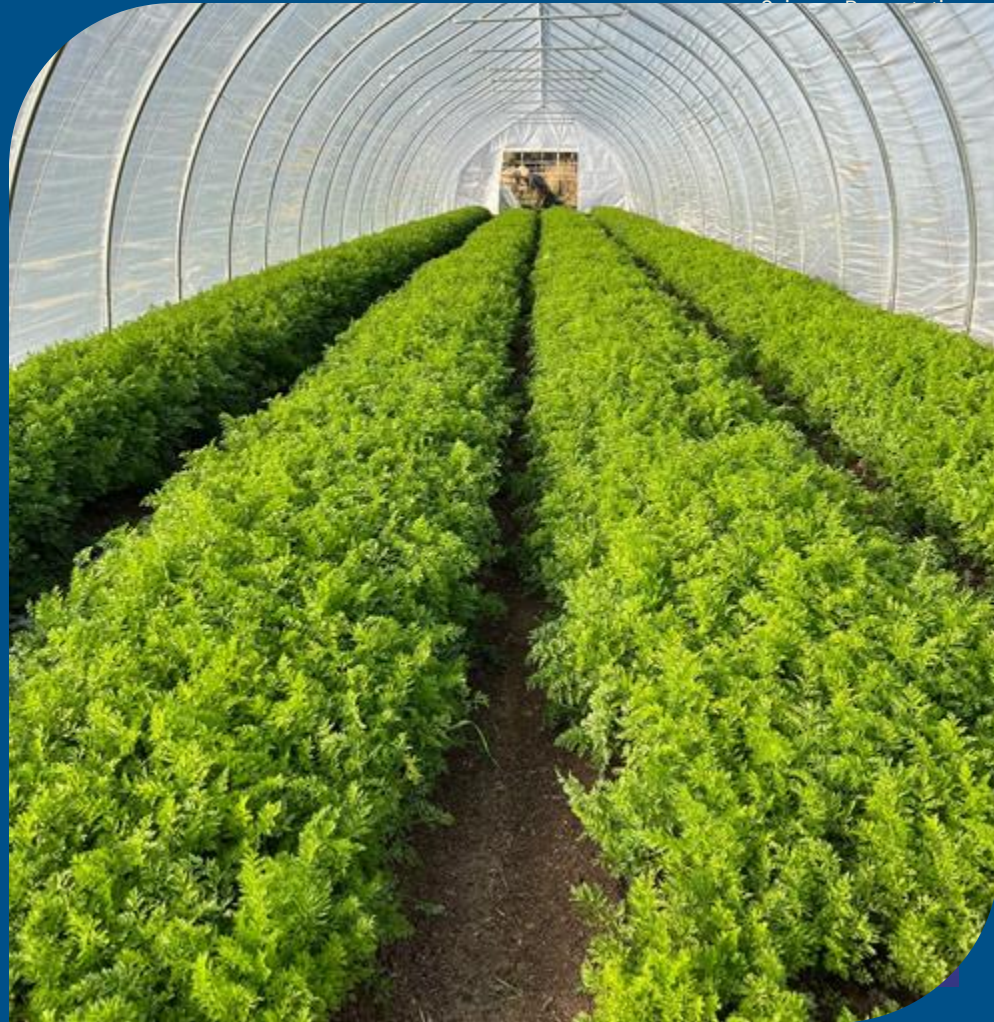
10,000# for TOTAL REVENUE of \$105,000

56 beds of mokum carrots planted from 1/1 - 9/2

9,000# for TOTAL REVENUE of \$60,000

27 beds of beets planted from 2/9 - 6/27

5,000# for TOTAL REVENUE of \$27,000





Esoterra Culinary

# Specialty Produce?

We have the ability to cultivate relationships with different plants and create markets for them. The world is hungry for a story and a new experience!











Produce/Products

# Carrot

# S

*Healing Vegetable Trauma*

**Mokum – year round**

**Deep Purple – winter**

**Kyoto Red – fall**

8% of total sales.

Core order item.





# Chicory

Aka Radicchio

Seasonal slotting – the perfect fall/winter product?

Tremendous diversity of varieties now available from Italy

Beautiful and delicious

**BITTER IS BETTER**





# Celtuce Agretti Spigarello

OH MY!



# What is Colorado cuisine?