

Table of Contents

Meet Katie and Doris	4
A Focused Operation	4
Flower Product Line	4
Table 112: Bulb Cost for SPIN Hobby Flower Farm	5
Table 113: Perennial Cost for SPIN Hobby Flower Farm	5
Table 114: Seed Cost for SPIN Hobby Flower Farm	5
Table 115: Wild Harvest Plants for SPIN Hobby Flower Farm	5
Customer Base and Marketing	6
Targeted Weekly Sales	6
Land Base	6
Table 116: Description of Land Base for SPIN Hobby Flower Farm	6
High-Road Harvesting	7
Start-up Investments and Operating Expenses	7
Table 117: Major Start-up Investments for SPIN Hobby Flower Farm	7
Table 118: Major Operating Expenses for SPIN Hobby Flower Farm	7
Delivery Vehicles	8
Irrigation	8
Growing Season	8
Planting	8
Katie's Planting	8
Doris's Planting	8
Neighbor's Planting	9
First Marketing Week	9
Peak Sales in Mid-Summer	10
Year End	11
Looking to the New Year	12
Photos	13-24
SPIN-Farming Lexicon	
About the Authors	