



# Fiscal Year 2013 Results & 3 Year Plan

*[cardinalappleorchard.weebly.com](http://cardinalappleorchard.weebly.com)*

# Results

Total Revenue - 2018.25

- Total Expenses - 275.83

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Net Profit - **\$1742.42**

## FY 2013 Review

### Pros

- Website Launched
- Cut Expenses by **21%**
- Launched Retail Sales

### Cons

- Poor Weather Harmed Crop
- Poor Weather Made Spraying Difficult
- Late Harvest Meant Poor Weather for Picking

## Payouts

**Class of 2014 - \$435.60**

**Class of 2015 - \$156.81**

**Class of 2016 - \$226.51**

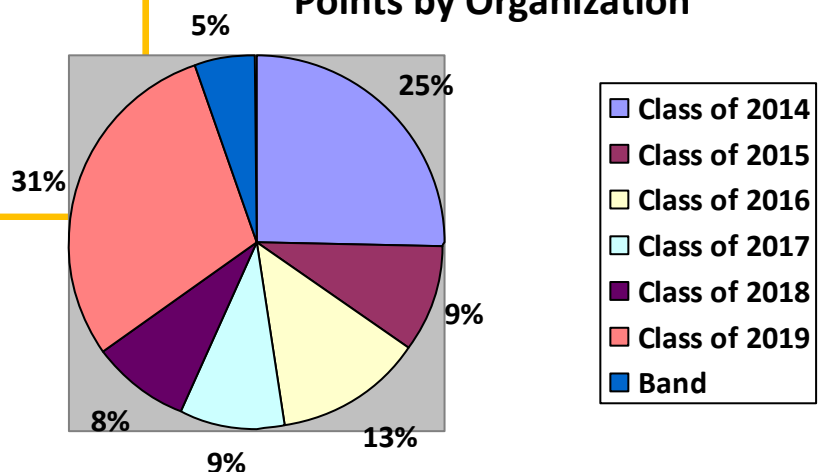
**Class of 2017 - \$156.81**

**Class of 2018 - \$139.39**

**Class of 2019 - \$540.15**

**Band - \$87.12**

## Points by Organization



# 3 Year Plan

## Goals

### Update Website & Adding Elements **FY 2014-2016**

It is important to keep the website looking fresh and new. The web also opens up many possibilities. Through our website we can educate potential customers, provide directions, allow customers to make an order and accept credit cards.

### Expand Wholesale Operations **INT 2014 IMP 2015**

It has become apparent in our two years of operation that it is not viable for the majority of our sales to come out of the on-site store. Although the store provides some advantages, it is a major inconvenience and requires staff.

### Research Diversification **INT 2014-15 IMP 2015-16**

Diversification of product is especially important in years where a crop is poor. By creating a line of products made with apples and pears, we can increase the revenue we receive from sub #1 product. Potential products include cider, preserves, jelly, pie filling, apple chips or even apple butter.

### Revamp Worker Point System **FY 2014**

In an effort to highlight productivity and incentivize hard work, a restructuring of the worker points system is necessary. A system will be put in place that works similarly to migrant labor. Workers will receive points for work done, and not simply a flat rate for “showing up”.