CFI

CROP FARMERS
INTERNATIONAL

Crop Farmers International

Appalachia's Farmhouse Investor Overview

Building a Direct-to-Family Food Platform in the Appalachian Highlands

What We Are Building

CFI

Parent company
Operations · capital · production planning · investor economics

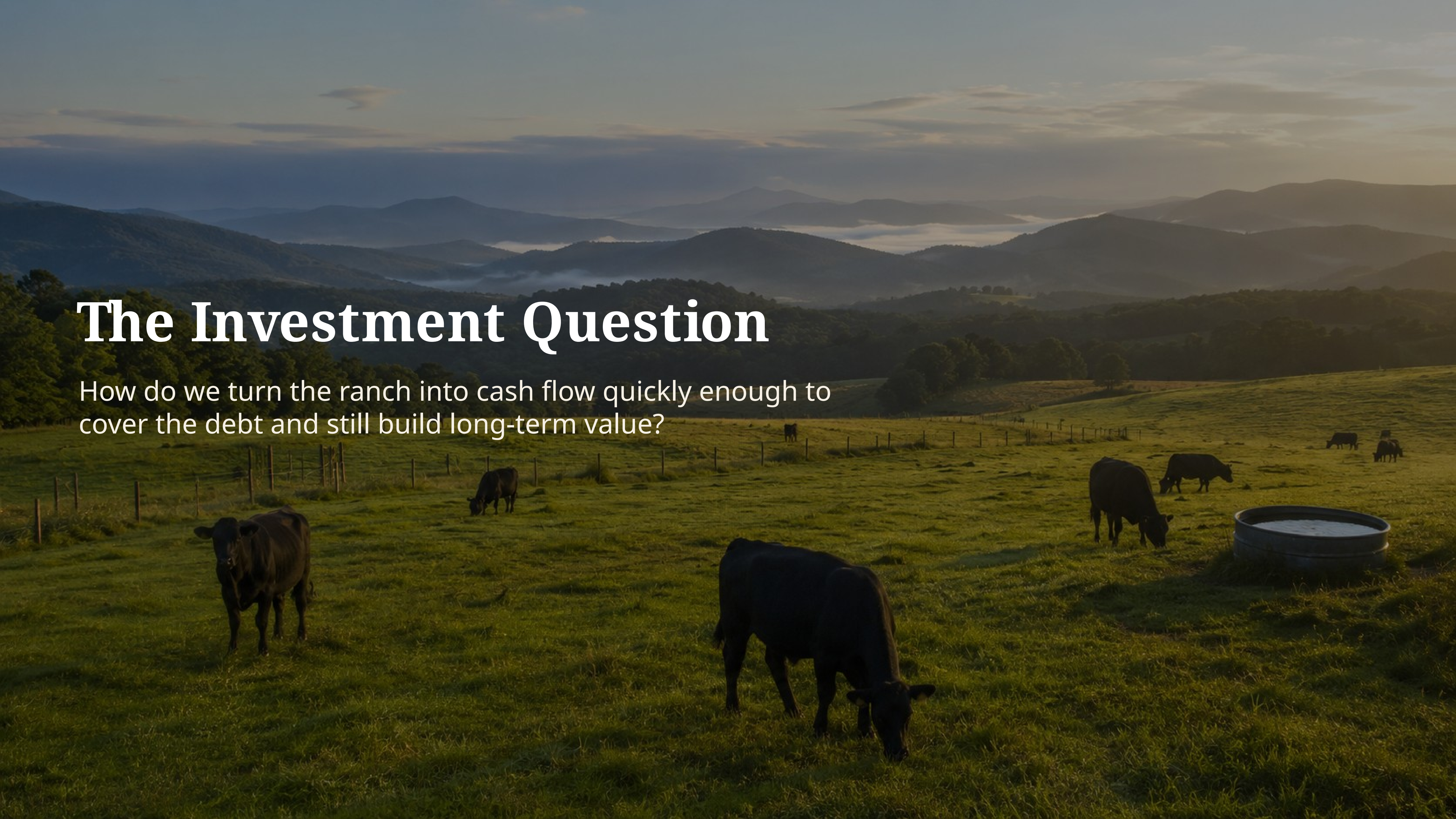
Appalachia's Farmhouse

Consumer-facing brand
Subscriptions · farm boxes · online sales · family trust

Investor takeaway: CFI can communicate discipline and scale while Appalachia's Farmhouse makes the offer personal, local, and easier for families to support.

The Investment Question

How do we turn the ranch into cash flow quickly enough to cover the debt and still build long-term value?



The Core Strategy

Pre-sold shares
Cash before processing

Poultry + eggs
Fast cycle revenue

Pork bundles
High-value family packs

Beef reserve
Deposits + bulk orders

Subscriptions
Recurring demand

Debt Coverage Focus

• Collect deposits before harvest/processing where legally and operationally permitted.
• Prioritize USDA-inspected resale product for premium retail pricing.
• Use fast-cycle poultry and eggs to create customer contact while cattle mature.
• Move cash into a debt reserve before discretionary expansion.

Processor-Based Margin Advantage

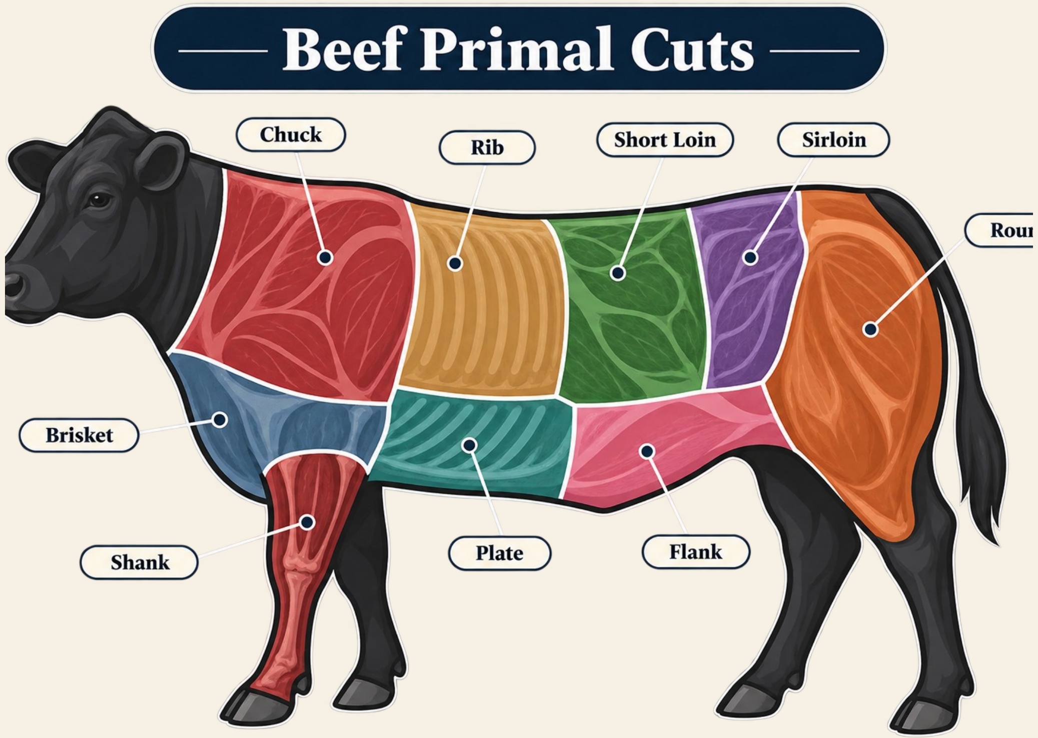
Anderson & Sons Meat Processing | Abingdon, VA

- Offers custom exempt processing for beef, pork, lamb and goat.
- Offers USDA-inspected processing for meat intended for resale.
- Cut sheets support steaks, roasts, brisket, ground beef, pork chops, belly, ribs, ham, sausage and value-added options.

Why it matters

The deck should model revenue from finished, packaged product — not only livestock value. That is where the Appalachia’s Farmhouse retail margin begins.

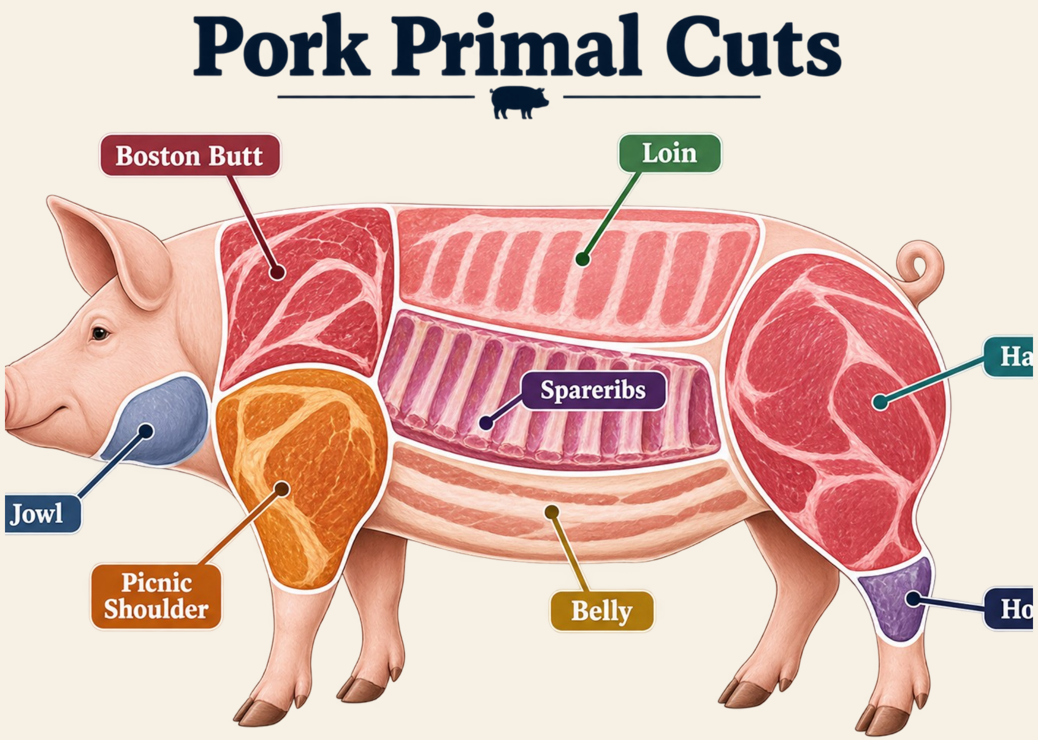
Beef: One-Animal Economics



Live animal	1,300 lb planning example
Packaged yield	~568 lb packaged beef
Blended retail price	\$8–\$12/lb scenario range
Retail value / head	\$4,544–\$6,816
Model target	Manage contribution profit per steer

The key is not “how many head.” The key is how many packaged pounds we convert into premium family-food revenue.

Pork: One-Hog Economics



Finished hog	250–270 lb planning example
Packaged yield	~120–140 lb packaged pork
Blended retail price	$7–$11/lb scenario range
Retail value / hog	$910–$1,430
Cash-flow role	Quarterly bundles + family shares

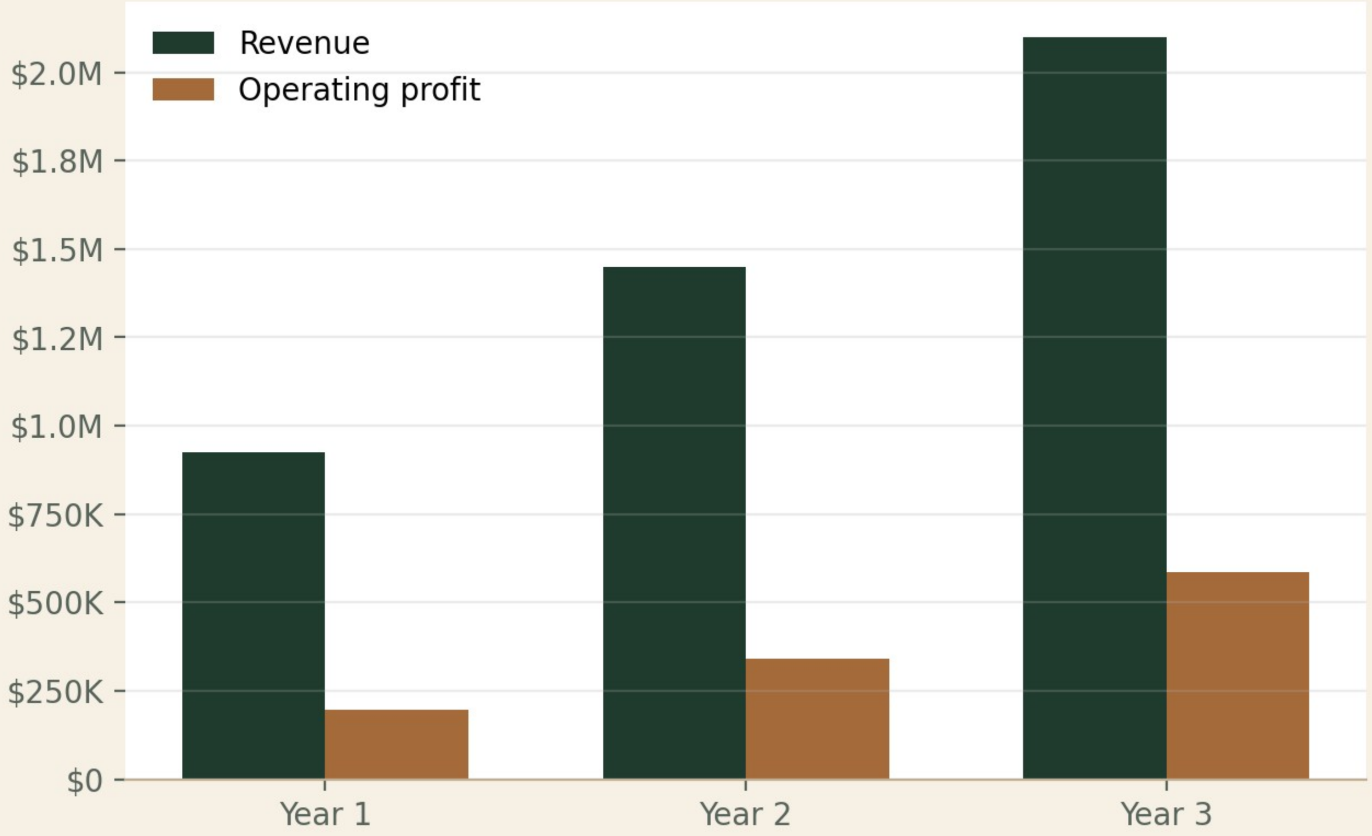
Pork lets the business create meaningful retail tickets without waiting for cattle-scale cycle timing.

Fastest Cash-Flow Path

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Launch pre-orders	**Collect deposits**	**Fill poultry / eggs**	**Process pork bundles**	**Reserve beef shares**	**Debt reserve check**
Customer commitments	Cash before finished product	Recurring local sales	High-value family packs	Large-ticket deposits	Set aside cash

Operating rule: every production increase should be tied to confirmed demand, processor dates, and available working capital.

Refined Planning Case



$195K

illustrative Year 1 operating cash before debt service

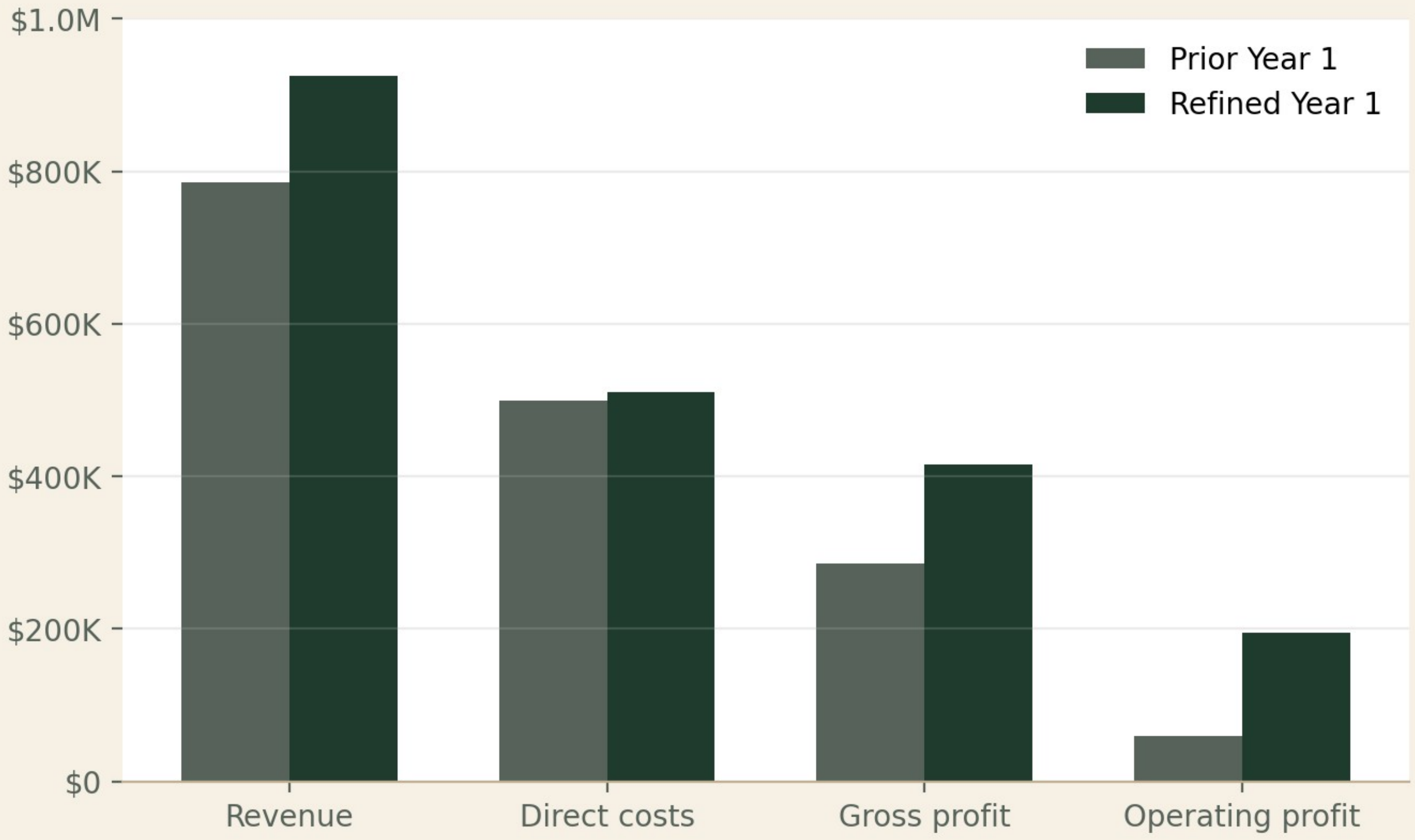
$340K

illustrative Year 2 operating profit

$585K

illustrative Year 3 operating profit

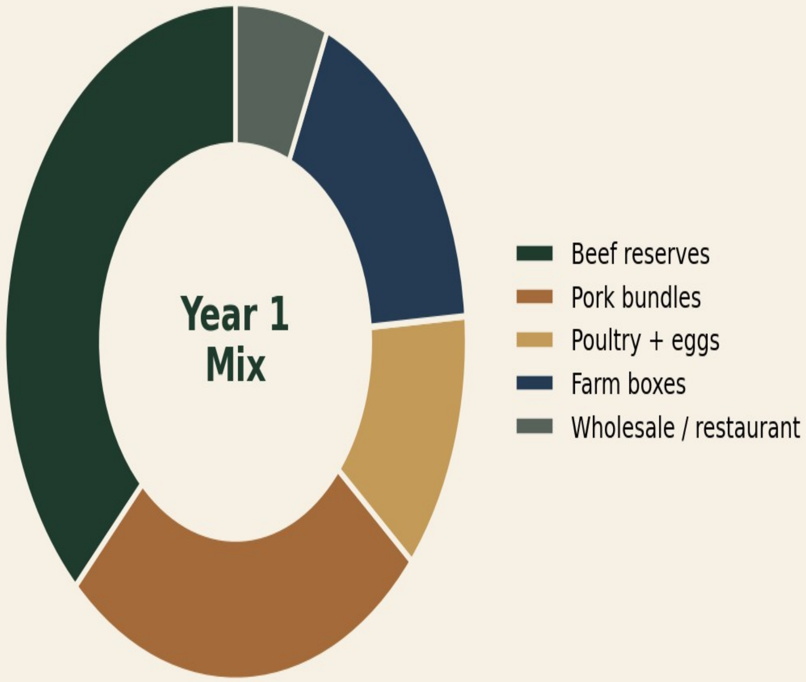
Why the Old Profit Looked Too Low



What changed

• Model the finished retail product, not only livestock value.
• Separate real processing costs from overhead and startup reserve.
• Use subscriptions and deposits to reduce cash gap.
• Show animal-by-animal contribution margin.

Sales Mix That Covers Debt Faster

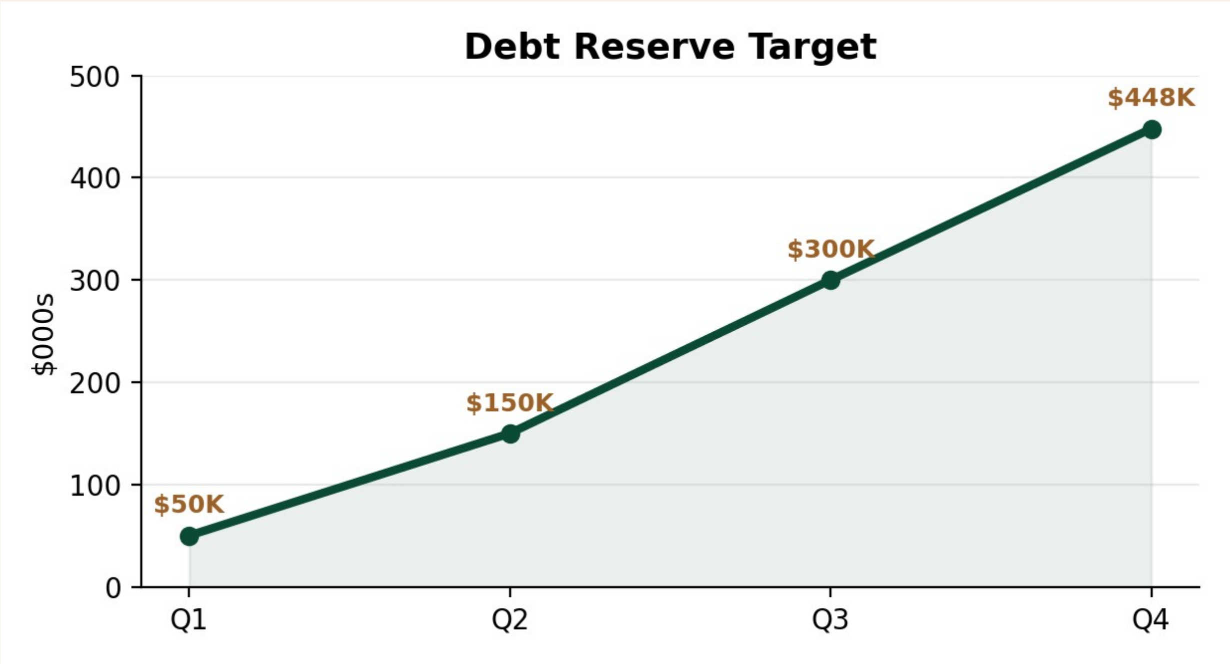


Cash-flow priorities

• Beef reserve deposits create large-ticket cash before delivery.
• Pork bundles create meaningful quarterly family purchases.
• Poultry and eggs keep customers active between major harvests.
• Farm boxes make Appalachia’s Farmhouse feel accessible and recurring.

Target: Build a monthly revenue engine instead of waiting for a single annual sale.

Debt Coverage Plan



How we get there

• Use customer deposits and bulk reserves first.
• Move profit from early cycles into a dedicated debt reserve.
• Delay non-essential expansion until reserve milestones are met.
• Keep investor reporting monthly through operating records and quarterly summaries.

This makes the debt plan visible instead of vague.

Investor Economics: $400K Note + 8,000 Gifted Units

Borrowed Capital
$400,000
Short-term note capital

Interest Return
$48,000
12% simple annual interest

Total Due
$448,000
Principal + interest at maturity

Gifted Ownership Kicker
8,000 units = 8.0% ownership in perpetuity
Separate from the $400K borrowed capital. Subject to final operating agreement, securities review, transfer limits, reserves, taxes, and governing documents.

Year 1 interest return

$48,000

12% simple annual interest on $400,000

Then: 8,000 Gifted Units

8,000 units represent 8% ownership granted in perpetuity, separate from the borrowed capital. Subject to final operating agreement, securities review, transfer limits, reserves, taxes, and governing documents.

Capital Structure & Valuation Overview

8% ownership = 8,000 gifted units; $400K remains borrowed capital.

1) BORROWING ASK
$400,000
Short-term capital

2) VALUATION
$3,500,000
Illustrative enterprise value

3) UNIT FRAMEWORK
100,000 units
$35/unit implied

4) GIFTED UNITS
8,000 units
Perpetual ownership grant

5) OWNERSHIP
8.0%
8,000 gifted units

AUTHORIZED ISSUANCE: CFI retains the right to sell up to 30,000 units

6) WHAT THE CAPITAL SUPPORTS

- Acquire and secure the operating foundation
- Support the 880 JD Pond Loan Asset strategy and business readiness
- Limited closing, legal, launch, processing-readiness costs
- Targeted infrastructure and growth support

7) VALUE BEYOND COLLATERAL

- Direct-to-family food model
- Appalachia’s Farmhouse consumer brand
- Beef, pork, poultry, eggs, subscriptions, and farm boxes
- Experienced CEO / COO leadership and operating infrastructure
- Long-term revenue and expansion platform

Illustrative valuation reference based on a $3.5M enterprise value. $400K is borrowed capital; 8,000 units are gifted ownership units in perpetuity.

Why Appalachia Matters

150 productive acres can do more here than many outsiders expect.

• Abundant rainfall supports forage growth and pasture recovery.
• Cool-season forage can extend grazing and reduce stored-feed pressure.
• Rotational grazing improves utilization and can raise carrying capacity over time.
• Stacked enterprises — cattle, pork, poultry, eggs — create more revenue per acre than commodity-only grazing.

How to Explain It in the Room

- CFI is the parent company. Appalachia’s Farmhouse is the friendly brand families buy from.
- We convert land, livestock and processing access into packaged food customers can understand.
- The fastest cash comes from deposits, subscriptions, poultry/eggs, pork bundles and beef reserves.
- The 12-month debt is covered through disciplined cash reserve milestones.
- The 8,000 gifted units are perpetual ownership upside separate from the $400,000 borrowed capital.

Keep it plain: land → animals → processing → farm boxes → cash flow → debt reserve → long-term company value.

CFI
APPALACHIA'S
FARMHOUSE
EST. 2024

Community Culture & Charitable Vision

Building a business that serves families, strengthens community, and gives back.

The Culture We Want to Create

- Stewardship of land, livestock, and people
- A family-centered, approachable farm culture
- Community involvement beyond the business itself
- Long-term responsibility and compassionate leadership

Future 501(c)(3) Mission

Outside of our company, we intend to develop a 501(c)(3) charity dedicated to helping provide forever homes for mistreated and neglected horses. This charitable effort will help raise funds for food, shelter, and veterinary care so these animals can receive the life they truly deserve.

> *"We want people to know that our success is meant to create a lasting positive impact."*

← A FUTURE CHARITABLE INITIATIVE ALIGNED WITH THE VALUES BEHIND CFI AND APPALACHIA'S FARMHOUSE. →

Final Data Lock: Bankable Numbers

1. Processor Rates

Anderson slaughter, cut/wrap, curing, sausage, packaging and freezer fees.

Locks true cost per packaged pound.

2. Animal Weights

Live weight, hanging weight, packaged yield and loss assumptions for cattle and hogs.

Locks sellable pounds per animal.

3. Retail Price List

Appalachia’s Farmhouse bundles, shares, subscription boxes and average order value.

Locks revenue per animal and family.

Profit model output

Per steer margin → per hog margin → poultry cycle margin → subscription cash flow → debt reserve progress → 8,000 gifted units / 8% ownership

Once these three inputs are confirmed, the deck stops guessing and shows exactly how fast cash can move toward the $448,000 note repayment.

The opportunity is not just raising animals.

It is turning Appalachian land, trusted food production, processing access, and recurring family demand into a disciplined cash-flow platform.