

Menu of Proposed Experiences at Union Grove Farm

This is a menu of proposed experiences that will be available at Union Grove Farm [UGF], along with the Center for Regenerative Agriculture at Union Grove Farm. All of these activities are on farm experiences – either through direct engagement, education classes and tours, or enjoying the regenerative food we grow on our farm and vineyard.

ON UNION GROVE FARM

Farm-to-Table Dinner

Guests can join us for an edible conversation between a regenerative farm, a chef, and the community, focused on sustainable food. Our Farm-to-Table Dinner series starts with a cohort of world-class chefs and a seasonal, sustainably grown palette of fruits, vegetables, herbs, berries, and flowers. By bringing these culinary artists back to the source, we give our guests an opportunity to connect with new regeneratively grown ingredients from Union Grove Farm [regenerative lamb, grapes or from our garden] or other local sustainable farms, learn first-hand the value of regenerative agriculture to our food and to the planet, along with discovering the rewards of relationship with the land.

Tasting Picnic Tours

The Tasting Picnic Tour includes an educational regenerative farm tour with full tasting picnic at the end. Our guests will enjoy regeneratively grown ingredients from Union Grove Farm or other local sustainable farms, learn first-hand the value of regenerative farming to our food and to the planet and discover the rewards of relationship with the land.

UGF Farm Stand

Our Farm Stand will offer a variety of Union Grove Farm or local regenerative, organic fruits and vegetables, artisan bread and tortillas, bulk organic pantry and sustainable house care products, organic seedlings and kids gardening tools. Even pick up some of our UGF swag.

Working Farm Day

During this 4-hour regenerative farm experience, we will be getting our guests' hands dirty. They will put up temporary fences, move structures that go with the sheep herd, and help move the sheep herd. We will also visit and move the chickens, be led through a pasture walk discussing the use of livestock to heal and improve the soil, life in the soil, use of cover crops, and share additional information on methods used on the farm to achieve our regenerative farm goals.

Working Farm Day: Equipment Use

During this 6-hour educational experience, our guests' participate in regenerative farming techniques to experience its benefits. They will be getting their hands dirty, learning about

and using equipment from our regenerative farm, focused on leaving the land better than we found it.

Sheep Herding Experience

Every other Saturday, we currently offer guests to join us on the beautiful green pastures at Union Grove Farm and Vineyard and meet our 300 Katahdin sheep and experience herding them during our pasture rotation. They learn about holistic grazing management and why sheep are foundational to successful regenerative farming.

Bee Cruise

Our guests buzz around the farm in an off-road cart with a beekeeper learning about our unique pollination program and the essential role all pollinators play in regenerative agriculture, cover crops and on our working regenerative vineyard. Guests will taste award-winning honey and learn new and interesting ways to help save our bees!

Guided Apiary Tour

Go behind the scenes with our beekeeper on a private guided tour of Union Grove Farm's apiaries! Don your very own beekeeping suit, take a selfie, and get ready to fire up the smoker. Guests will get the chance to open a live beehive, experience what it's like to be a beekeeper, and taste our award-winning honey right out of the hive.

Guided Hike OR Mountain Bike Tour

With six miles of trails and a wealth of local flora and fauna, our guests can explore the pristine beauty of Union Grove's forests and vineyards on one of our guided hikes or mountain bike tours—or discover it on your own. Guides will help raise awareness of your surroundings and reveal much of what the forest and regenerative vineyard have to offer.

AT THE CENTER FOR REGENERATIVE AGRICULTURE AT UNION GROVE FARM

Center for Regenerative Agriculture at UGF: Event Venue

Whether guests are planning a one-day retreat for 150, or a multi-day event for 20, we help them curate a unique meeting in a peaceful, regenerative farm setting. With access to a variety of indoor and outdoor meeting spaces and opportunities to spend time on the land and with each other, with a range of farm experiences and activities. From guided walks to soil kit experiences, regenerative farm tours, sheep herding experiences, evening parties on the lawn with regenerative wine tastings and sustainable cooking classes to include food grown on our farm [regenerative lamb/grapes/in season garden vegetables], our goal is to get people out on the land, learning about regenerative agriculture and enjoying nature and each other.

Regenerative Farm and Vineyard Tours

We **currently offer these tours every other Saturday** from our CRA at Union Grove Farm. We take our guests on a journey through a working vineyard focused on growing our seedless Muscadine table grapes with sustainable and environmentally friendly farming. They experience how the vineyard operates using holistic regenerative practices with cover crops, composting and vermicomposting, and livestock to promote soil health, biodiversity, and capture carbon to grow healthy grapes and build the soil for future generations.

Regenerative Agriculture Fundamentals

We already provide this course through some of our agriculture partners [ie, Caroline Farm Stewardship Association]. In a 1-2-day course, our attendees learn the fundamental concepts of regenerative agriculture, tour our farm to experience and learn how we are successfully farming with regenerative agriculture practices, with cover crops, composting and vermicomposting, and livestock to promote soil health, biodiversity and grow more nutrient dense food. [This course includes both in class and on farm education.]

Regenerative Grape Growing Immersion

Whether for wine or table grapes, regenerative grape growing is a dynamic approach that at its core is about profitably farming in alliance with the ecosystem. Holistic regenerative land practices provide a framework that guides short and long-term decisions to ensure healthy profits, communities, and land. Facilitated by Understanding Ag, this two-day on farm immersion will lead participants to a deeper understanding of the practical and economic benefits of partnering with nature to regeneratively farm. [This course includes both in class and on farm education.]

Intro to Permaculture

Learn the fundamental concepts of permaculture through experiencing our working regenerative farm. Attendees will experience the theory put into practice: the approach to land management and settlement design that adopts arrangements observed in flourishing natural ecosystems. We focus on a set of design principles derived using whole systems thinking. It applies these principles in regenerative agriculture, town planning, rewilding, and community resilience. [This course includes both in class and on farm education.]

Climate Farm School

This course theme is 'financing regenerative agriculture'. This course will feature guest speakers and dedicate discussion time for delving into topics related to human, natural, investment, and philanthropic capital needed to support a transition to climate-resilient, equitable regional food systems.

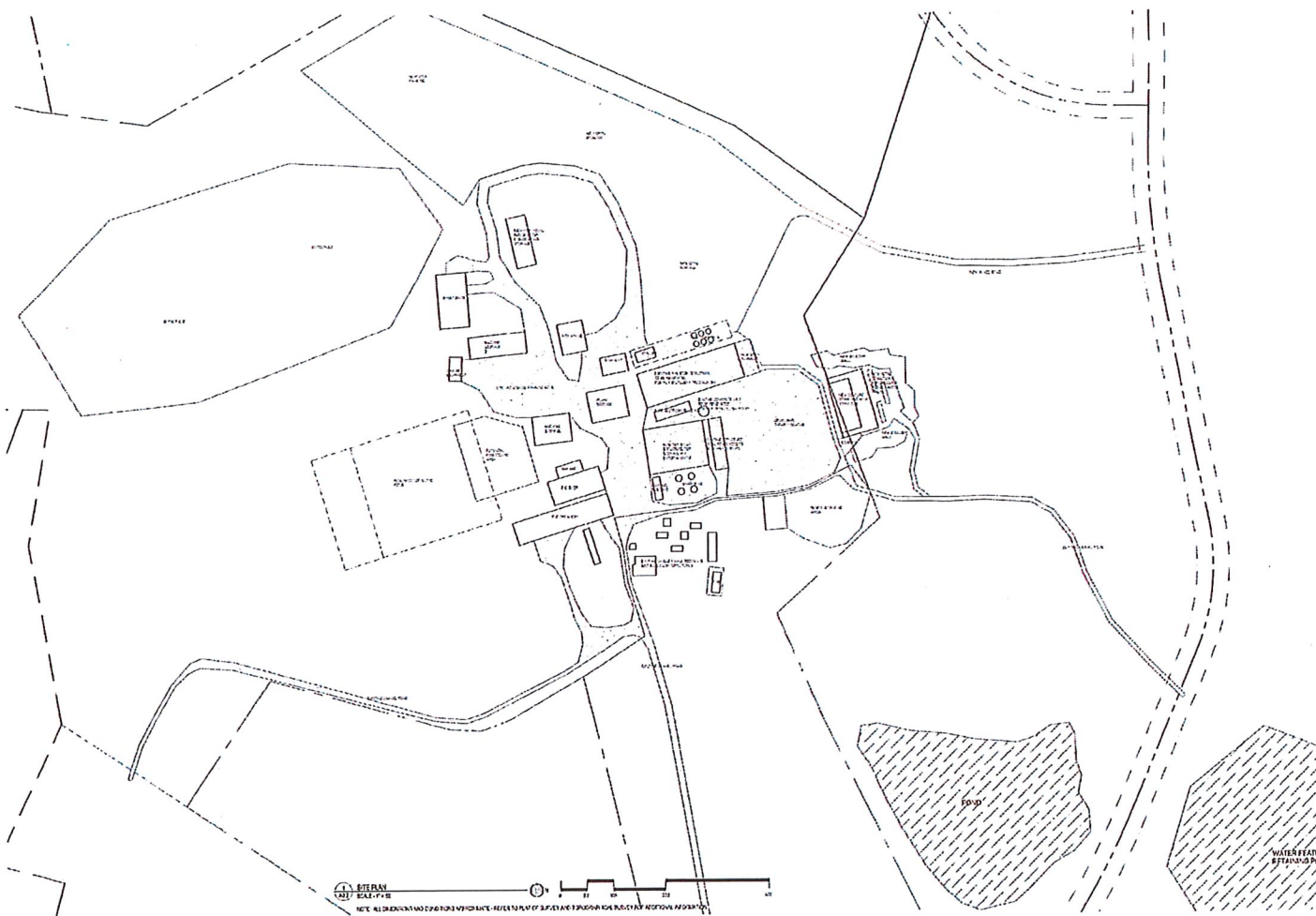
Younger Kids Farm Tour

Parents and children together will experience a beautiful piece of land in the Orange County area of North Carolina. Young children can experience and learn where their food comes from while moving around in a beautiful natural setting with animals, forests,

pastures, ponds, and rivers. This 1-hour experience is great for families with young children. It is about interactive experiences and movement in nature for those that might have shorter attention spans.

Older Kids Farm Tour

Join with other kids on a beautiful piece of land in the Piedmont area of North Carolina. Older children can experience and learn where their food comes from while moving around in a beautiful natural setting with animals, forests, pastures, ponds, and rivers. On this 1 1/2-hour tour you will see the sheep herd and chickens. You will walk through the barn and see the equipment used on the farm and be led through a pasture walk discussing the use of livestock to heal and improve the soil, life in the soil, and use of cover crops. A tour and discussion of the family garden can be included if there is interest.



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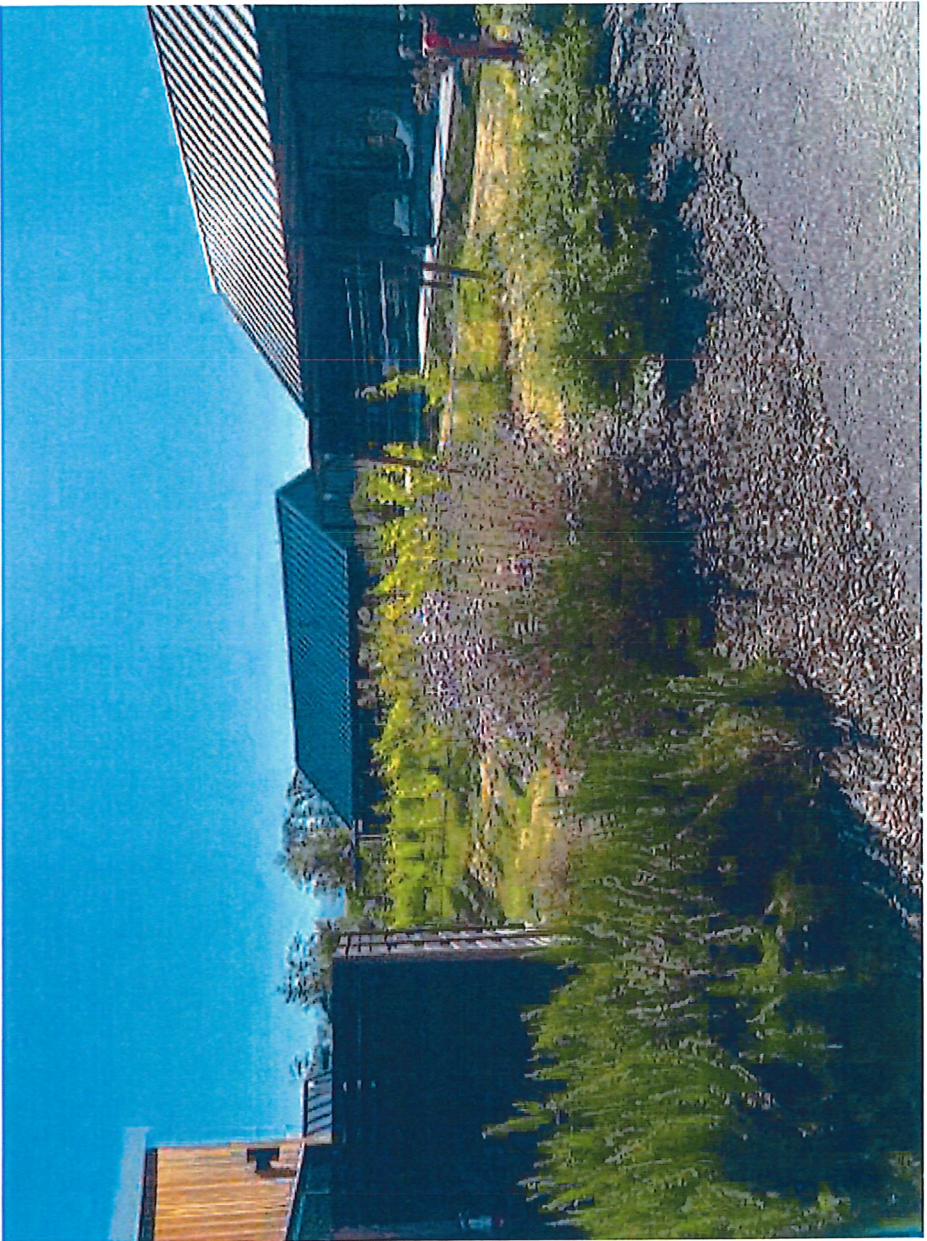


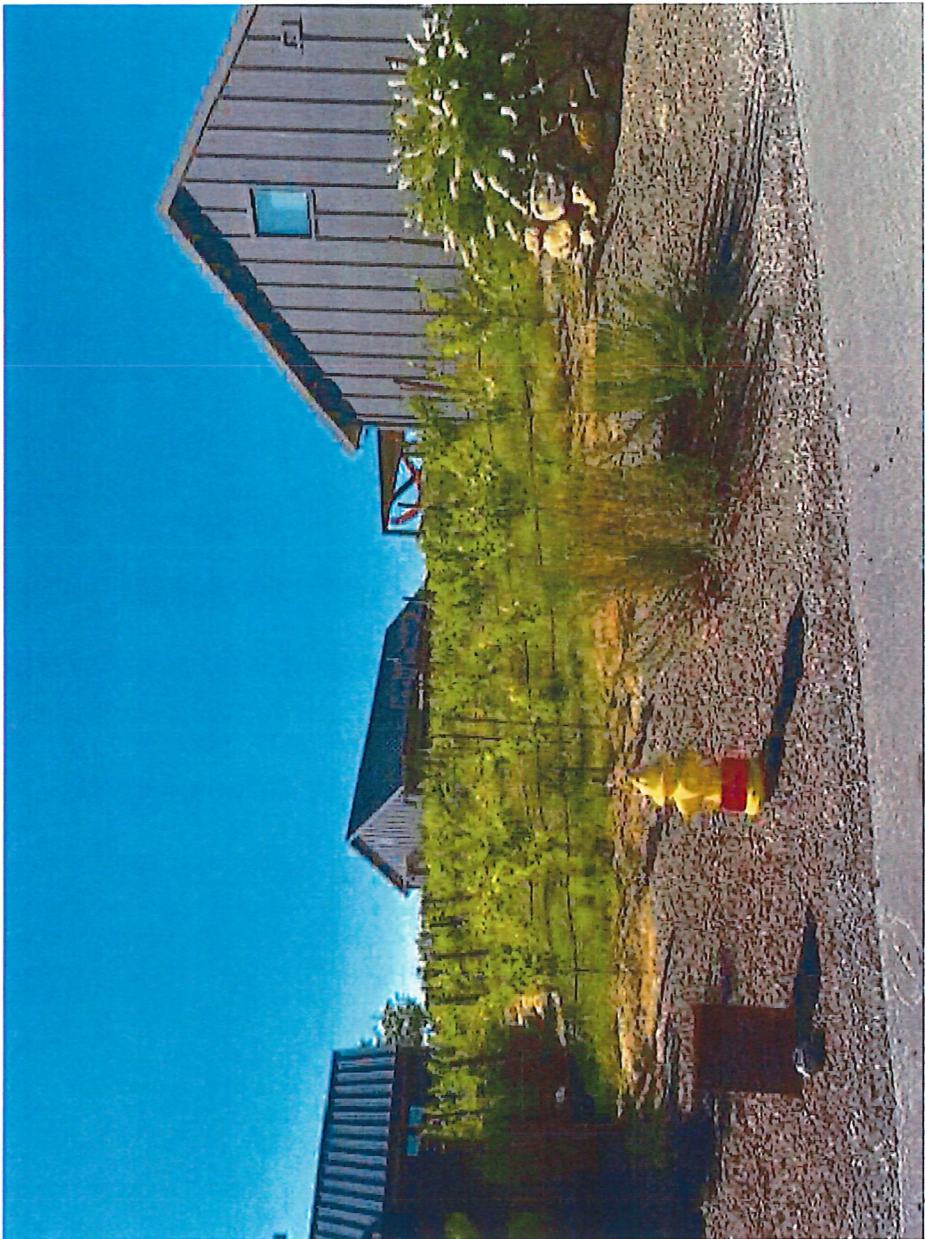
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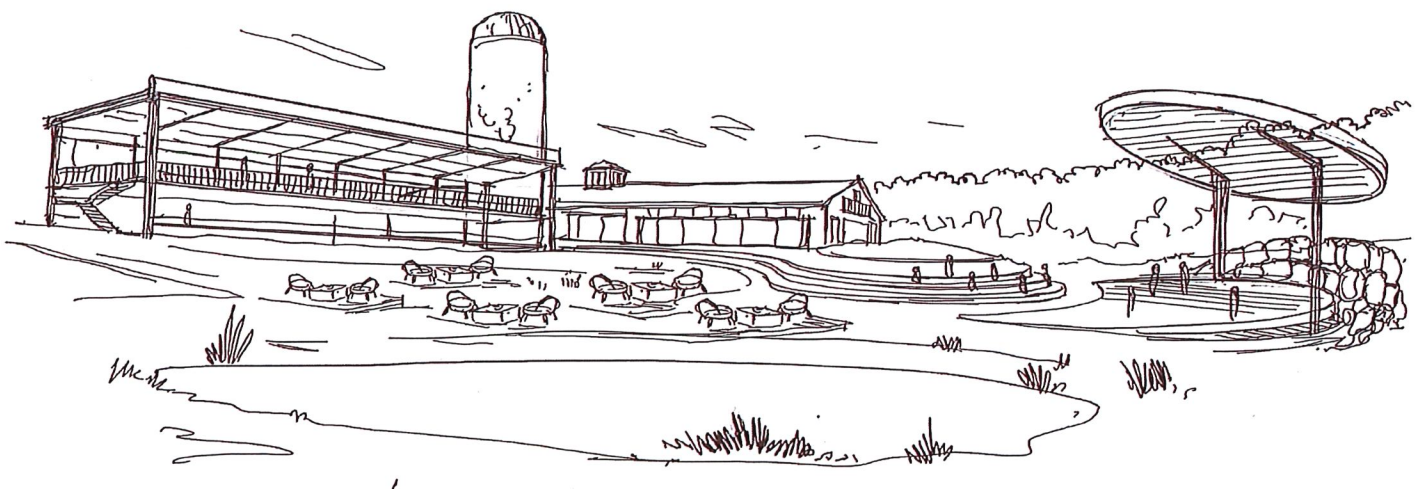






Distillery / Venue

Site Concept Sketch



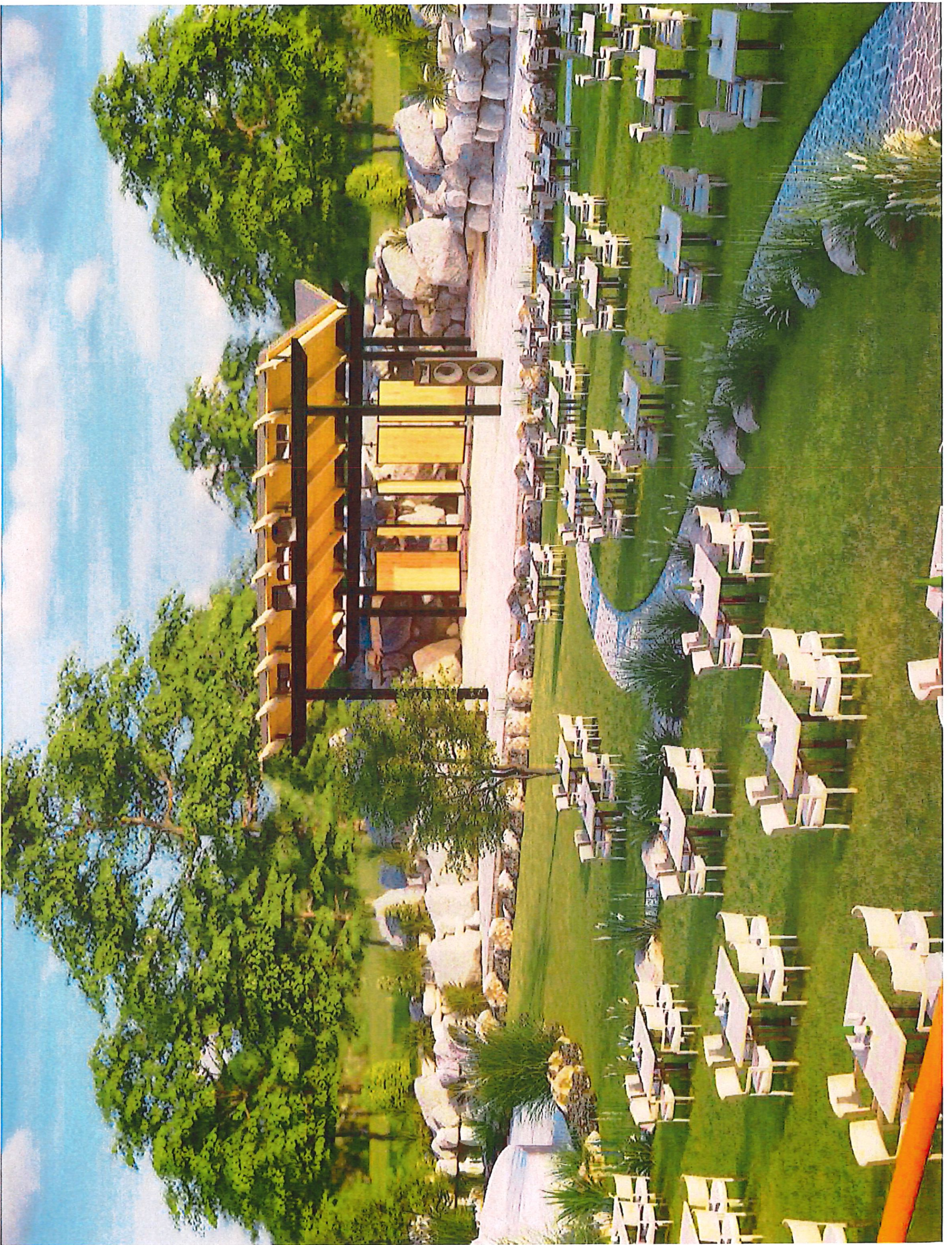
PREPARED FOR
Union Grove Farm

PREPARED BY
Mainland Creative

PRESENTED ON
Thursday May 16th, 2024













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March 21, 2025

**VIA First Class US Mail and
E-MAIL to cstober@orangecountync.gov**

Mr. Cy Stober
Planning and Inspections Director
Orange County
131 West Margaret Lane, Ste. 201
Hillsborough, North Carolina 27278

**Re: Union Grove Farm Request for Advisory Opinion Re: "Agritourism"
for Bandit Farms II LLC (Orange County PIN Nos. 9851-71-4716
and 9851-81-3226); Bandit Farms III LLC (Orange County PIN No.
9851-62-2001); and Harper Grace, LLC/Eastwest Organics, LLC
(Orange County PIN No. 9851-50-8662**

Dear Cy:

Please accept this letter on behalf of my client, Greg Bohlen (and related entities identified above) seeking an final decision from you regarding current and proposed activities and operations at Union Grove Farm (the "Farm") on Dairyland Road in Orange County vis-à-vis Orange County's and North Carolina's "bona fide farm" regulations, and the extent to which the existing and proposed activities and operations constitute "agritourism" as defined in North Carolina General Statutes 160D-903. First and foremost, Union Grove Farm is a farm and vineyard. With 70 planted acres of table grape vines, moving to almost 100 acres in 2025 (and plans to scale the vineyard another approximately 120 acres in the next two years), the Farm is currently ranked the third largest vineyard in North Carolina and the only certified regenerative table grape vineyard in the world. The Farm is verified through Regenified, an independent regenerative certification, adhering to all specified regenerative standards.

As you may already know, "regenerative farming" is a form of agriculture necessary to restore ecological balance, combat climate change, improve food security, and build more resilient, sustainable agricultural systems. Though it's been around for centuries, regenerative farming is becoming more necessary even as most strive to understand what it entails. Basically, regenerative farming is an agricultural approach that focuses on restoring and enhancing soil health,

biodiversity, and ecosystem functions through sustainable practices like crop rotation, cover cropping, reduced tillage, and livestock integration, aiming to create a positive environmental impact and improve long-term food production. Such farming practices eliminate and replace the use of herbicides, pesticides and chemical fertilizers. It offers a holistic approach to farming that benefits the planet, the people who depend on it, and future generations. Union Grove Farm (the "Farm") intends to become the leading center in North Carolina (and beyond) for educating the public about the benefits of the practice to the health of individuals, and the planet.

As of 2022, Orange County, North Carolina had approximately 20.9% of the total land area utilized for agriculture. This is down from 37% in 2001, and reflects a significant decline from 1955, when agriculture land constituted about 78% of the county's area. The reduction in farmland is largely attributed to urbanization and residential development, particularly around the towns of Chapel Hill and Hillsborough. The goal of Union Grove Farm is to grow agricultural area in Orange County and continue to build out their vineyard and farm operations to include an additional 300 acres in the next five years. To support and sustain this farm growth, Union Grove Farm plans to use agritourism as a way to educate and promote regenerative farming to visitors, as well as fund the continued growth of the farm.

Mr. Bohlen plans to make improvements to the property consistent with his objective of operating a "regenerative farming" agricultural use with associated programming designed and intended to educate the public about regenerative farming. The goal is to educate farmers and the public about the positive impact of regenerative farming on the nutrient density of our food, the sustainability of our soil, and the reduction of climate change. It is our view that each and every proposed facility and activity at the Farm should be considered "agritourism" as defined and recognized by statute.

Union Grove Farm proposes to use four parcels of land identified above (consisting of approximately 115 acres) and the various farm buildings and other structures now present or to be constructed on those parcels as components of a coordinated agricultural and agritourism destination where guests may engage and participate in various regenerative farm-related educational and entertainment activities. The parcels comprising the Farm are located in the Orange County "Rural Buffer" zoning district, have historically been used for agricultural purposes, and will continue to be used that way by Mr. Bohlen and his associates.

The purpose of this letter is to describe to you the various features, facilities, activities, operations and experiences available at the Farm and to seek your concurrence that the proposed features, facilities, activities, operations and experiences constitute "agritourism" as defined by the law, and, therefore, are not subject to regulation under the Orange County Unified Development Ordinance.

All four parcels involved in this proposal are currently actively used for agricultural purposes and Farm Affidavits regarding their qualifications as "bona fide farm" properties are on file with the Orange County Planning Department. As such, pursuant to N.C. General Statutes 160D-903(a), Orange County's UDO does not affect the parcels.

Mr. Bohlen's and his associates' plans for use of the Farm include significant "agritourism" programs. As you know, North Carolina General Statutes Section 160D-903(a) defines the term "agritourism" as follows:

Any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activity including farming, ranching, historic, cultural, harvest-your-own activities, hunting, fishing, equestrian activities, or natural activities and attractions. A building or structure used for agritourism includes any building or structure used for public or private events, including, but not limited to, weddings, receptions, meetings, demonstrations of farm activities, meals, and other events that are taking place on the farm because of its farm or rural setting. (emphasis added)

We believe that the various farm stay accommodations and activities which are proposed for Union Grove Farm fall squarely within the intent and plain meaning of "agritourism" as defined in the statute, and request that you make such a determination with respect to each described facility and/or activity. The facilities and activities at the Farm as described in this letter will be available to the general public for recreational, entertainment and educational purposes in a rural farm setting. Existing and new facilities will be located on the Farm parcels so as to be compatible with the active agricultural activities on an operating farm. Union Grove Farm is an active, working farm and guests will be immersed in the farming activities and environment in every aspect of their stay at the Farm. Guests will be encouraged to actively engage in farming, cultural, harvest-your-own, and natural activities and to enjoy the sights, sounds and experiences of farm life. And programming such as classes and seminars are, and will be, offered year-round to entertain and educate the public about the benefits of regenerative farming practices.

Regenerative hospitality goes beyond sourcing local products; it involves community engagement and supporting local businesses and organizations such as craftspeople, artists, farmers, and community organizations. Establishments can become pillars of economic vitality, contributing to job creation and thriving livelihoods. This will focus on creating meaningful experiences for guests, offering more than just a place to stay. Travelers will be immersed in the unique local culture, connection with the environment, and experienced-based educational opportunities. Guest experiences align with these aspirations, involving participation in community-driven projects, learning about local biodiversity, or engaging in wellness activities inspired by the natural surroundings.

This aligns with other agritourism properties throughout North Carolina that offer farm stays, wedding venues, and farm stages for festivals and events. These attractions help draw visitors to the farm, encouraging those who might not typically visit rural areas to experience them. For example, North Carolina **bona fide farms** supported by agritourism include:

- **Juneberry Ridge** in Norwood, NC is a regenerative farm that includes a 'regenerative stays', music festivals and concert series with 'unlimited seating' for their outdoor concerts.

- **Old Orchard Farm** in Highlands, NC hosts Orchard Session concert series and includes Half-Mile Hotel and The Old Edwards Inn and Spa.
- **Morris Farm Back 40 Live** in Barco, NC includes an outdoor venue with a capacity of 4,000, hosting concerts and events in a farm setting.
- **The Farm at 95** in Selma, NC includes wedding and corporate venue and outdoor concert amphitheater.
- **Sideways Farm Brewery** in Etowah, NC includes restaurant and live music.
- **Zinc House Winery and Brewery** in Durham, NC, includes: The Pavillion (3,300 sq ft), The Carriage House (5,700 sq ft), and the main winery/brewery building (14,000 sq ft with 7,300 sq ft of outdoor space) with ongoing music series

Over the past decade, the state has experienced an 89% rise in agritourism farms, reaching over 1,000 operations statewide. This growth reflects a broader trend where farmers diversify their income sources by offering recreational, entertainment, venues, educational and tourism activities to supplement and sustain their agricultural operations.

“Union Grove Farm & Inn” provides an overview of my client’s vision for farm stays. Essentially, Union Grove Farm will be an “agrarian boutique farm stay” where regenerative farming is practiced every day. The concept behind the Farm is to provide the regenerative farming experience in a setting designed to entertain and educate other farmers, and the public, about regenerative farming in a rural agricultural setting. There will also be a variety of opportunities for recreational activities such as hikes and performing “hands-on” traditional farming activities in a working farm setting.

As you can see from the Master Plan, which is included in Attachment A, there are ten components of the Master Plan for the Farm. First, on parcel number 9851-81-3226 there is a proposed 3-acre culinary farm and 2,000 square foot pavilion where fruits and vegetables will be grown year-round as part of the educational and farm-to-table agricultural experience proposed for the Farm. Guests will be encouraged to work with and learn from staff about the fruits, grains, vegetables and flowers grown on the culinary farm and/or in the pavilion. The culinary farm and pavilion will also be available for use in programmed events – classes, seminars, celebrations - all revolving around the regenerative farming experience. These aspects of the Farm surely fall within the definition of “agritourism”.

On the same parcel there are accommodations for guests to stay overnight at the Farm. Attachment C to this letter is a proposed site plan showing the anticipated layout of existing and proposed new structures on the Farm. This consists of ten proposed Farm cottages, a farm stay center with forty (40) rooms for overnight guests, a 70-seat restaurant, an outdoor pool and bar, and 1,000 square foot event space which will be used for exhibits, classes, seminars and other small gathering. There are also ten lake cottages proposed for an area just north and west of an existing lake on the property. Attachment D to this letter are some illustrative photos of the type of “casitas” envisioned for the cottages on the Farm.

There is a muscadine vineyard now on the site (along the Dairyland Road frontage) which provides a spectacular visual setting, and which will be incorporated into the program for the Farm. Mr. Bohlen and his team envision casitas sited adjacent to or among the vineyards. There will be

a private home available for rental to participants in the various agritourism programming and activities at the site. The location and design of the farm stay casitas are intended to incorporate those facilities in the center of the farming activities, so that guests and program participants will be immersed in the agricultural experience throughout their visit.

The restaurant and bar will feature food and beverages grown or processed on the Farm and from the surrounding community. So, guests will be able to take a class, get their hands dirty, take a dip in the pool, go to their room to clean up after a working day on the Farm, and then enjoy a beverage and a meal prepared onsite incorporating products produced on the Farm – all in one day and without leaving the Farm.

Visitors at the Farm will be able to experience a broad range of cultural, agricultural, and educational activities, in an historic farm setting. Guests will learn about regenerative farming by participating in a directed “hands on experience” while “living” on the farm – eating, drinking, sleeping, and learning in an interactive agricultural environment. Guests at the Farm will be educated, entertained and nourished physically and culturally by their participation in the agricultural activities on the Farm. Guests will be able to eat food grown on the Farm, drink beverages grown and distilled on the Farm, attend lectures and other activities and programming designed and intended to educate guests about regenerative farming in particular and farming, generally. Attachment B to this letter is a “Menu of Proposed Experiences at Union Grove Farm” intended to illustrate some of what is, or will be, available for our guests.

All overnight accommodations at the Farm will be available for individuals and groups participating in the educational and cultural activities and programs conducted on site. All accommodations and common areas will be adorned with art and artifacts and furnishings connected with the history of the Farm and its surroundings. Rooms will have educational reading materials, artwork and exhibits related to the Farm’s agricultural theme and history. As much as possible, materials connected with the Farm – such as repurposed windows, doors, and roof materials – will be incorporated in the structures to be built on the Farm. To the extent possible, beams and framing lumber will be cut from trees grown on the Farm. The goal is for the Farm to be a “net zero” operation.

On Parcel numbers 9851-71-4716 and 9851-62-2001, there is a regenerative distillery and associated parking proposed for the site, where various types of beverages will be distilled from products grown on the Farm and at other local farms, such as the muscadine grapes and other fruits and grains. Schematic renderings of the distillery and the proposed farm stage are enclosed as Attachments E and F to this letter. This will also be a site for exhibits and demonstrations of the distilling process, where guests may observe various aspects of the distilling process and sample the end products of the process. While the focus of the Farm’s distillery will be table grapes, many or most of which will be grown on the Farm, other fruits and grains will also be distilled there, some grown on the Farm and others from local or regional sources. The Farm will demonstrate how the “spent” fruits and grains to be re-processed as the organic materials can be used on site, eliminating transport costs for the “waste” products and instead using those products for other purposes at the Farm. There will be regular tours and classes at the distillery where guests can learn the distilling process from the vine to the wine glass.

There will also be a 2500-seat Farm stage on the site nearby to the distillery and distillery parking, as illustrated in Attachments E and F. The farm stage and the distillery are located amidst other structures on the working farm, and one would not be able to miss the rural, agricultural setting as they sit at the open-air venue. There are barns, farm equipment, the vermicompost labs and other features of the working regenerative farm right there for all guests to experience. The farm stage will feature stones originating onsite and other repurposed materials previously used on the Farm. The farm stage, like some many other features of the Farm, will demonstrate the pragmatism of historic farm life, where very little of anything is ever wasted. There will be significant agricultural-related programs at the farm stage as proposed. Many events at the distillery will use the farm stage for programming – videos, lectures, exhibitions and the like. Every event scheduled at the farm stage will include an educational component describing regenerative farming practices and the benefits derived from them. In fact, Mr. Bohlen and his team have already engaged Thunder Mountain Media, a media and production company that delivers content via film and television, to create content for them. **Here are links to samples of what will be available as part of each presentation at the farm stage:**

- Video: [Sheep are key to regenerative vineyards](#)
- Video: [UGF Founding Microbiologist](#)

Finally, Parcel Number 9851-50-8662 is the site of the Center for Regenerative Agriculture at Union Grove Farm, an “all purposes” facility hosting lectures, seminars and banquet featuring products grown on the Farm and in the surrounding area. Center for Regenerative Agriculture at Union Grove Farm. The CRA is already used for agricultural education programming, and with the addition of the programming at events now proposed for the Farm, will be continue to be utilized even more, educating farmers and the public about regenerative farming practices.

The Menu (Attachment B) describes the different types of agriculture-related educational and entertainment opportunities and programs we expect to be regular parts of the experience at the Farm. Some of those activities include regular “classes” or demonstrations where staff or guest presenters will teach practices such as cheesemaking, beeswax candle rolling and regenerative winemaking. There will be “farms schools” – single- or multi-day courses for guests of all ages – where guests can be immersed in regenerative farming life. There will be tours of the vineyards, the apiaries, and fields, the equipment, the composting facilities, and other features of the Farm. There will be classes offering instruction about the economics of regenerative farming. Guests will also be encouraged to take themselves on self-guided tours of the trails around the Farm where they can leisurely enjoy the views of the fields, vineyards, ponds, livestock, apiaries, or just enjoy the fresh air.

As you can see, all the proposed activities fall within the expansive definition of “agritourism” found in the General Statutes. What differentiates the Farm from other “agritourism” facilities in the area is the focus of all aspects of the farm on the actual regenerative agriculture practice. The Farm is not just a place for weddings and special events (though there will likely be some such events), but rather is a working farm set among acres of growing crops and vineyards, with herds of sheep in the pastures, where guests are not only invited, but encouraged, to actively participate while learning about the benefits of regenerative farming. My client’s vision is to create programming activities which allow for the “immersion” of guests into

the regenerative farming agricultural experience. From the moment they wake up in the morning at the farm stay center or in one of the cottages proposed to be available on the Farm, to a farm-to-table breakfast experience, continuing to activities provided for all day long, through evening dinner and entertainment activities, guests young and old will have the opportunity to connect with the land and learn about regenerative farming.

Every aspect of the Farm – the farming activity itself, the accommodations, the décor, the programmed activities, the private parties that may use the farm as a wedding venue, for instance - is directed by and revolves around the regenerative farming theme. The entire program for the Farm is based on making available to the general public recreational, educational and entertainment activities in a rural farm setting, in buildings all of which will be used for agricultural purposes, agritourism purposes, or both.

Getting back to where we started, we seek your final decision that all the proposed activities as we have described to you fall within the definition of “agritourism” found in General Statutes 160D-903(a). Mr. Bohlen and his team propose that the Farm is being offered to, and will offer, the public recreational, educational and entertaining activities in a setting where guests can not only view, but actually participate in “rural activity such as farming, ranching, historic, cultural, harvest-your-own activities”, and that the buildings now existing and proposed at the Farm are used for agricultural and agritourism purposes consistent with the law. This is precisely the type of “agritourism” the Legislature had in mind.

We recognize as part of the new economy, guests and visitors are looking for unique and meaningful experiences to engage, learn and give back. Given the regenerative setting of the Farm, its history in Orange County agriculture, and the programming proposed for the Farm, we submit that each and every activity conducted on the Farm should be considered “agritourism” and, therefore, should be allowed as activity exempt from the County’s zoning regulations.

Sincerely,

THE BROUGH LAW FIRM, PLLC



Robert E. Hornik, Jr.

REHjr:las
Enclosures

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Mr. Greg Bohlen

ATTACHMENT A

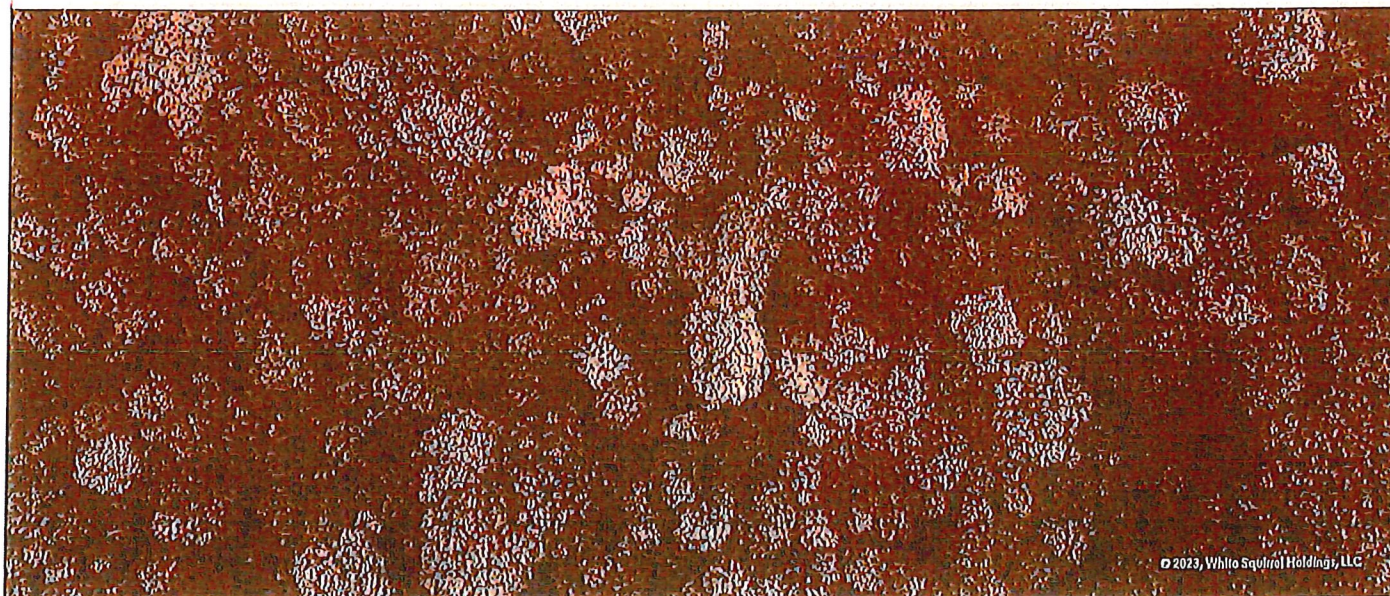
UNION GROVE INN

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THE VISION

An agrarian boutique resort. Driven by design. Run by women. And grounded in local farming.

We are empowering local farmers and preserving topsoil while serving nourishing food and unforgettable educational experiences.
Our guests leave encouraged that positive change can be compassed through community, pleasure, and discovery.



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Union Grove Inn offers a place to slow down and connect with nature on a variety of levels, starting with a culinary journey of enjoying high-quality, seasonal fruits, vegetables and meats sourced either from the on-site farm & garden or within a 150-mile radius.

The beauty of the on-site garden invites guests to wander, host events, and participate in educational courses. The intimate size of the hotel and the buildings themselves encourage greater attention to small details. Beauty is celebrated through simplicity, design inspired by a sense of place, and a symbiotic connection with the property's natural surroundings.

Just as Napa Valley has become the gastronomic corridor of the west coast, so is this rapidly-growing 2000-acre+ parcel uniquely positioned to become a comparable agritourism destination for the east coast, touching on regenerative agriculture practices, farm-to-table dining and drinking including distilleries, beer gardens, wine tastings and demo kitchen, unique indoor and outdoor concert venues and recording studios, conserved woodland, pedestrian and biking trail access from brewery to beer garden to restaurants and more, conference space filled with natural light and views of gardens, water, and woodlands, showcase gardens with a garden pavilion and outdoor kitchen serving as food production, a space to relax, to learn to garden, and to host unforgettable events.

Union Grove Inn looks to partner with a thriving local community and further establish the growing "agritourism corridor" through

EXISTING:

- Union Grove Regenerative Muscadine Vineyard Actively Growing to 1000 Acres
- 30+ Year Old Maple View Ice Cream Shop
- North Carolina Center for Regenerative Ag
- 400 Acre Regenerative Reverence Dairy Farm
- Honeysuckle Tea House & Medicinal Gardens
- Sonark Media Recording Studio & Concert Venue
- 10 Acres of Mountain Bike Trails
- Miles of Hiking Trails
- Haw River Kayaking
- Left Hand Butchery
- Organic & Regenerative Farms Within 150-Mile Radius

FUTURE DEVELOPMENT:

- First Regenerative Distillery & Brewery in the United States (2024)
- Outdoor Concert Venue Surrounded by Vineyards (2024)
- 30-Key Union Grove Inn & Cabins (2026)
- Walking & Biking Paths Connecting Existing Offerings

KEY VALUES

1

Forge and maintain an environmentally and financially **SUSTAINABLE HOSPITALITY MODEL**

2

Uphold local, **REGENERATIVE FARMS** by serving their **NOURISHING FOOD**

3

CONNECT GUESTS TO THE LAND through pleasure and edutainment

4

Nurture a **COMPANY CULTURE** based on the **SHARED VALUES** of regenerative farming and hospitality

OUR FOOD & HOSPITALITY SECTORS ARE BROKEN

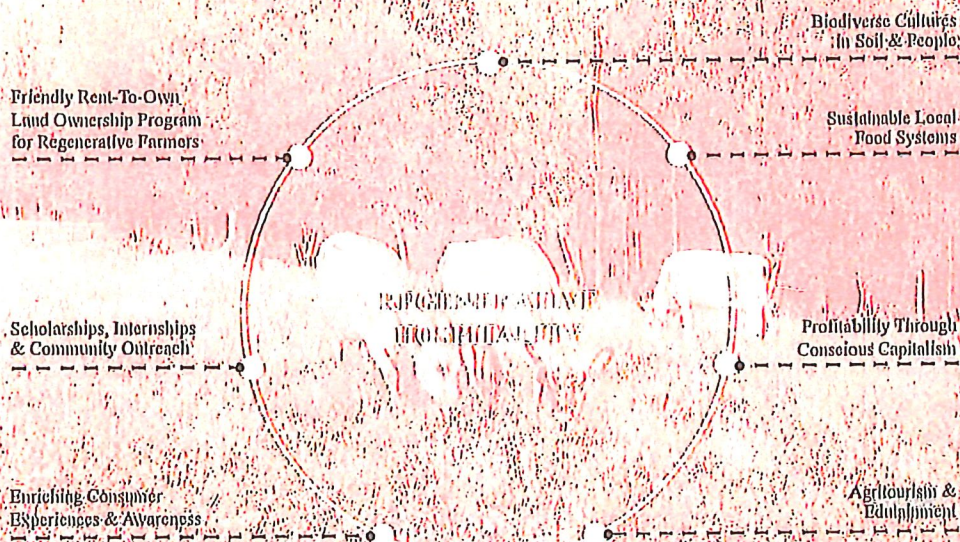
Agriculture and food are responsible for one-third of global green house gases (GHGs)

Biodiversity, water, and soil resources are being degraded by intensive farming practices

The quality and nutritional density of our food has declined and is contributing to health epidemics

In the US, half a billion tons (equivalent to \$376bn) of food waste in hospitality comes from hotels, restaurants, and supermarkets

A NEW HOSPITALITY MODEL



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MARKET DEMAND



1

Extreme Gap In The Market

Lack of boutique or full-service accommodations in the vicinity

2

Consumer Willing To Pay Premium For "Green" Accommodation

Significant growth in demand for eco-friendly lodgings means discerning travelers are willing to pay up to 75% more for "green" accommodation (Operto.com, 2021)

3

Concept Following & Success Proven In Other Markets

Farm-to-table experiences have long been enjoyed on the coasts, from Michelin-starred Blue Hill at Stone Barns in Upstate New York to Michelin-starred Chez Panisse in Berkeley, CA. Yet, despite its rich soil and tradition of farming, the Southeast has yet to develop true upper-upscale, local and regenerative food-focused dining and hospitality projects (Blackberry Farm withstanding and with limitations).

4

Growth & Prioritization In Environmental Sustainability

As concern about environmental sustainability grows, travelers are more invested than ever in choosing destinations that prioritize environmentally-friendly practices

5

Agrotourism Generates An Estimated \$949M In U.S. Sales

That is more than triple what it was just 15 years earlier, and this number keeps rising. In fact, a 2021 study conducted by Allied Market Research projected that the global agrotourism industry will expand by an additional 13.4% by 2027 (Forbes: The Rise of Agrotourism, 2022)

6

Ecotourism Sector Market Size Worldwide Expected Growth Rate Of 13.9%

"Greener, smarter and less crowded. If sustainable tourism, which aims to counterbalance the social and environmental impacts associated with travel, was the aspirational outer limit of ecotourism before the pandemic, the new frontier is "regenerative travel." (New York Times, Aug 2020)

AUDIENCE



"Retiree"

Avg Age: 62

Scenario: Couple is craving a moment in nature to rejuvenate and recharge from the day-to-day.

Chosen Customizations:

- **Spa Day:** Our concierge has organized for our local spa contact to arrive at the hotel on a particular day and time.
- **Hiking:** our concierge has left a guide for two particular hikes that are within the desired range; included are driving directions to both trailheads.
- **Meal Prep:** In the couples' cabin, they will find pre-prepped meals using some of their favorite ingredients for them to make at their convenience when desiring some time alone.



"Family"

Avg Age: 42

Scenario: Family of four is on a roadtrip to Nashville and in want of a place to stopover, sightsee, and savor art and outdoor scenes.

Chosen Customizations:

- **Artist Hop:** To help make the best use of their time, we have provided a detailed guide on a half-day tour of the area's artists and artisans such as Paperhand Puppet Intervention and Raleigh Donlin.
- **Road-trip:** Knowing they have been driving (and are Nashville-bound), we've stocked the refrigerator with some of their favorite snacks and put a pot of coffee on. They will also find a guide for the rest of their roadtrip – lost any landmarks or special sites at be missed en route to their destination.



"Couples"

Avg Age: 30

Scenario: Artistic couple with young kids is looking for two nights away to relax, enjoy a calm evening and beautiful scenery.

Chosen Customizations:

- **Larded Items:** We welcomed them with all-natural lollipops and a warm loaf of bread with herbed butter, charcuterie, and cheeses. An honor box in the cabin also includes natural wines, farm eggs, and seasonal produce.
- **Brewery Tour:** The pair booked the tour and tasting for their trip.
- **Chef's Dinner:** We secured tickets for a neo-Appalachian act playing the Haw River Ballroom – located next door in historic Saxapahaw – and engaged childcare for the evening.