

Whole Foods Market Local Producer Loan Program

Business Information

Business: OrganiMania, Inc.

Contact name: Joe Jones

Date submitted: 25 Oct, 2010

DBA (doing business as): NaturAll Crunch

Type of Entity: corporation

Where business is registered: Texas

Current Whole Foods Market vendor: Y

Whole Foods Market Vendor ID: 0000000

Physical Address

1722 Ranch Rd

Brownwood, Tx 76801

USA

Mailing Address

PO Box 12345

Brownwood, Tx 76801

USA

Contact Information

Business phone: 325-555-1111

Business fax: 325-555-1112

Email address of primary contact: naturall@organicmania.com

Business website: www.organimania.com

Twitter name: OrganiMania

Facebook link: <http://www.facebook.com/OrganiMania>

How did you hear about the LPLP?

My local grocery buyer at WFM told me about it

Owners, Partners, and Shareholders Summary

Full information at end of application

Owner 1

Name: Joseph Jones
Percent ownership: 33%
Home address: 111 Rocky Brown
Thrifty, TX 76801 USA
Country: USA
Phone number: 325-555-2222
Email Address: joe.jones@geemail.com
Married: Y. Spouse name: Tina Jones
Notes: I go by Joe.

Owner 2

Name: Christina Marie Jones
Percent ownership: 34%

Owner 3

Name: Frederick Jarrell
Percent ownership: 33%

We collect and maintain the personal and business information you provide in this application, in the documents outlined on the Local Producer Loan Program Required Documents list, and through any background, credit, or reference checks for the purposes of evaluating this application and, if approved, to administer the loan. This may occur during the term of the loan/guarantee and for a reasonable period thereafter. The information may be provided to other companies in the Whole Foods Market affiliate group and third party service providers. We may need to disclose your information to third parties to verify its accuracy and to collect additional information about you from references. All data will be maintained by Whole Foods Market Services, Inc., in the United States. Your personal information will be maintained on a confidential basis and will only be disclosed as outlined above, and as permitted or required by law. You are entitled to access your personal information during our business hours and you can ask that your personal information be updated to rectify any inaccurate information.

The following must be guarantors for the loan: Primary individual owner, primary individual owners spouse, and all individuals owning 33% or more of the company, as well as their spouses. These individuals will be contacted for more information should your application be approved for further consideration.

Contact Information - Bank and Credit Information

Applicant's Bank

Bank name: Angel Bank
Bank Address:
2 Many Rd
Early, TX 76803
Country: USA
Loan Officer: Juan Gonzalez
Phone: 325-555-4444

Two Credit References

1. Name/Company: Frank J. Garcia
Address:
Rural Route 5, Box 2532
Comanche, TX 76442
Country: USA
Phone: 325-555-7777
Relationship: supplier (fruit)

2. Name/Company: Joe Don's Auto Sales
Address:
2222 N. 21st St
Brownwood, TX 76801
Country: USA
Phone: 325-555-8888
Relationship: car dealership (t truck, 1 SUV)

Have you ever had a debt in mediation or filed a bankruptcy petition? Y

Year: 1994

Bankruptcy details:

Joe filed for personal bankruptcy due to divorce.

Bank and Credit Information

Previous LPLP Recipient

Have you previously received a loan through the LPLP? N

If so, for what amount? \$

Have you made your payments on time?

If not, why not?

About Your Current Production

Brief business history/description:

Since 2002, we have been making crunchy probiotic yogurt snacks. Our milk come from our grassfed cows, and the fruit comes from nearby farmers. We are a family-owned company, and we are proud to be the first organically-certified dairy in our county.

Full time/part time: partTime

Type: producer

Land owner/tenant: landowner

Primary product(s): organic yogurt snacks

Is your product organic? Y

If yes, by whom is it certified? QAI

Does your product involve livestock? Y

If yes, please describe your animal welfare standards:

Our cows are grassfed, receive no artificial hormones or antibiotics, and are allowed access to pasture 8+ hours a day. We are happy to share our livestock management plan.

Are you a member of a cooperative? N

Do you use a distributor? N

Total acreage worked: 50

Estimated acreage to be improved by project: 2

Production and Revenue

When business was started: June 2002

Year-to-date total revenue: \$45000

When business was started: June 2002

Most recent annual revenue: \$60000

Previous year's revenue: \$52000

Currency: US \$

of employees: 4 (incl. owners)

Approx. # of customers: 10

Approx. percentage of revenue to largest customer: 25%

To second largest customer: 15%

To third largest customer: 15%

Relationship with WFM

Are you a current vendor to Whole Foods Market? Y

Length of time as vendor to WFM: 3 years

Percentage of revenue presented by WFM: 25%

Approx annual value (amount paid by WFM): 15000

Approx number of units sold to WFM: 7500

WFM Contact: Fernando Brown

Length of time known: 3 years

of stores sold: 2

Nearest WFM store or distribution center: Austin (Gateway)

Approx drive time: 3.0 hours

Loan Details - About Your Loan

Why are you interested in the WFM Local Producer Loan Program versus using a traditional lender or participating in a government-sponsored financial assistance program?

- good interest rate/policies
- we've had credit issues in the past, and therefore difficulty getting financing
- we love working with Whole Foods Market and want a stronger relationship

Total project cost: \$20000

Loan amount requested (max 80% of total project cost): \$16000

Preferred length of loan: 3 years

What will be the source of funds for the remainder of the total project cost?
owners' personal funds

Have you applied for or received any USDA or other government grants for proposed projects? N

If so, amount: \$

Details:

Have you applied for a similar loan elsewhere? Y

What was the result?

Applied for SBA loan at 21st Century Bank (Early, TX), but it hasn't been approved

Loan Details - Project Plan

Estimated value of land to be improved: \$100,000
after improvements: \$120,000

Description of location of the project(s) and acreage affected:

It will be at our facilities at 1722 Ranch Rd, Brownwood, TX 76801.

Proposed security for loan: equipment

Specific equipment/service to be purchased with the LPLP funds:

\$20,000 in currently-owned equipment plus dehydrator to be purchased

Describe how the funds will be used:

We will purchase and install a commercial dehydrator. This requires a buildout on our facility.

Specific equipment/service to be purchased with the LPLP funds:

Item: dehydrator (Carrier #2567BA) Price: 17000

Item: installation (labor) Price: 3000

Item: Price:

Item: Price:

Additional intended purchases and their prices:

Additional costs expected:

The owners will be contributing labor free of charge.

Expected return from this investment:

For five years, we have been using a series of small dehydrators. This will allow us to increase our production by 30+% per month, with a resulting increase in revenue. It will also reduce our labor costs, thereby improving our profit margin.

Insurance and Certifications

Do you currently have:

Worker's Compensation or Employer's Liability insurance: Y

Commercial General Liability Insurance: Y

Automobile liability insurance: Y

Umbrella or Excess liability insurance: Y

Umbrella/Excess liability amount: \$\$1,000,000

List any certifications and food safety programs:

Organic certification (QAI)

HAACP

Owners, Partners and Shareholders

Owner 1

Name: Joseph Jones
Percent ownership: 33%
Home address: 111 Rocky Brown
Thrifty, TX 76801 USA
Phone number: 325-555-2222
Email Address: joe.jones@geemail.com
Married: Y. Spouse name: Tina Jones
Notes: I go by Joe.

Owner 2

Name: Christina Marie Jones
Percent ownership: 34%
Home address: 111 Rocky Brown
Thrifty, TX 76801 USA
Phone number: 76801
Email Address: tina.jones@geemail.com
Married: Y. Spouse name: Joe Jones
Notes:

Owner 3

Name: Frederick Jarrell
Percent ownership: 33%
Home address: 800 Hunter Pl
Gainesville, TX 76240 USA
Phone number: 940-555-3333
Email Address: frederickj@geemail.com
Married: Y. Spouse name: Angela Jarrell
Notes:

Owners, Partners and Shareholders (continued)

Names of additional owners

no additional owners

Additional guarantors and contact information

Angela Jarrell, wife of Frederick.

address and phone number are the same

email address: andrea.j@geemail.com

Whole Foods Market Affiliation

Whole Foods Market Affiliation: Y

Name: Fred Flintstone

Relationship to WFM: works at Austin store

Relationship to applicant: cousin

Terms and Conditions

I will comply with all applicable laws, rules and regulations;

All information provided to Whole Foods Market, in this loan application and in the related documents supplied by me, is true, accurate and complete, to the best of my knowledge;

I will allow continued monitoring and evaluation of the practices and management activities implemented on my property throughout the duration of the loan;

I will enter into a promissory note with a Whole Foods Market affiliate that includes, among other things, a provision enabling Whole Foods Market to offset all or a portion of my overdue loan payment against any funds Whole Foods Market may owe me for the purchase of my product;

I will enter into a Supplier Agreement with a Whole Foods Market affiliate;

I hereby represent to you that I am an agent of the company referenced herein, with full authority to conduct all business matters referenced herein;

I will grant a Whole Foods Market affiliate a first lien position on any asset listed in Loan Details - Project Plan to be financed under the Program;

I authorize Whole Foods Market Services, Inc. and any of its affiliates to conduct any background, credit or reference checks on me personally and on the company referred to herein that it deems appropriate for judging my suitability to receive a loan from Whole Foods Market;

I understand that in order for a loan to be processed, all co-owners with 33% or more ownership, and their spouses, will be required to agree to background, credit, and/or reference checks;

I authorize and irrevocably grant to Whole Foods Market Services, Inc. and any of its affiliates and their licensees and agents the right to use, display and depict my name, likeness, business name and logo in connection with advertising and promotion throughout the world, in any media; I further consent to the disclosure of the Loan, including any and all details, by Whole Foods Market Service, Inc or any of its affiliates and their licensees and agents in connection with advertising and promotion throughout the world, in any media;

If approved for a loan under the Local Producer Loan Program, I agree to pay, in addition to the principle and interest due, the loan processing fee, which will be added to the loan amount to be repaid;

Accepted and agreed to on behalf of the company and individually by:

Joe Jones
President
25 Oct, 2010