Charlotte’s Web Site Annual Report

**2013**

Elizabeth Nofs

Charlotte’s Web Site

5/13/2013



# *From the Farm to Your Table: That’s Freshe!*

Charlotte's Web Site

123 Main Street

Brighton MI 48116

Friday, August 20, 2013

Dear Friends and Clients,

Welcome to Charlotte's Website. Our “*Farm Fresh”* approach has been profitable this year. This Quarterly Report –focuses on our - product sales and our new product releases.

Sincerely,



Elizabeth

## Products In Stock

***Fresh Fruits****Apples  
 Aveocados  
 Kiwis  
 Pears* ***Fresh Vegetables****Chives  
 Tomatoes*

1. Apples, Fruit, 25
2. Bananas, Fruit, 12
3. Kiwi, Fruit, 14
4. Peppers, Veggie, 50
5. Tomato, Fruit, 10
   1. Roma
   2. Better Boy

## Sample Heading

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## Sample Heading

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|  |  |  |
| --- | --- | --- |
| New Products in Production | | |
| Winesap Apples | Stayman, also known as Winesap, has a smooth, thick greenish-yellow skin is covered with flushes of red and dark red. Inside, it has firm, tender, finely-textured juicy, crisp yellowish-green flesh with a tangy, spicy taste. People love to make pies and cider with these apples. |  |
| Peanut Pumpkins | Peanut Pumpkins are also known as Galeuse d'Eysines, Courge Brodee Galeuse, and warted sugar marrow. They are about 11.5" in diameter and 6.5" inches high. They weigh about 18 pounds. |  |
| Turban Squash | A winter squash with amazing coloration and shapes. They are about 3” in diameter and 4.5” high. They weigh about half a pound. |  |
| Sunflower Seeds | Organic sunflower seeds are a rich source of vitamins and minerals. In addition to linoleic acid (an essential fatty acid), sunflower seeds are also an excellent source of dietary fiber, some amino acids (especially tryptophan), Vitamin E, B Vitamins and minerals such as copper, manganese, potassium, magnesium, iron, phosphorus, selenium, calcium and zinc. Additionally, they are rich in cholesterol-lowering phytosterols. |  |

## Apples Sales Revenue

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initial** | 200 |  |  |  |
| **Increment** | 20 |  |  |  |
|  |  |  |  |  |
| **Date** | **Product** | **Net** | **Quantity** | **Revenue** |
| February 1, 2013 | Apples | $ 3.50 | 200 | $ 700.00 |
| February 2, 2013 | Apples | $ 3.50 | 220 | $ 770.00 |
| February 3, 2013 | Apples | $ 3.50 | 240 | $ 840.00 |
| February 4, 2013 | Apples | $ 3.50 | 260 | $ 910.00 |
| February 7, 2013 | Apples | $ 3.50 | 280 | $ 980.00 |
| February 8, 2013 | Apples | $ 3.50 | 300 | $ 1,050.00 |
| February 9, 2013 | Apples | $ 3.50 | 320 | $ 1,120.00 |
| February 10, 2013 | Apples | $ 3.50 | 340 | $ 1,190.00 |
| February 11, 2013 | Apples | $ 3.50 | 360 | $ 1,260.00 |
| February 14, 2013 | Apples | $ 3.50 | 380 | $ 1,330.00 |
| February 15, 2013 | Apples | $ 3.50 | 400 | $ 1,400.00 |
| February 16, 2013 | Apples | $ 3.50 | 420 | $ 1,470.00 |
| February 17, 2013 | Apples | $ 3.50 | 440 | $ 1,540.00 |
| February 18, 2013 | Apples | $ 3.50 | 460 | $ 1,610.00 |
| February 21, 2013 | Apples | $ 3.50 | 480 | $ 1,680.00 |
| February 22, 2013 | Apples | $ 3.50 | 500 | $ 1,750.00 |
| February 23, 2013 | Apples | $ 3.50 | 520 | $ 1,820.00 |
| February 24, 2013 | Apples | $ 3.50 | 540 | $ 1,890.00 |
| February 25, 2013 | Apples | $ 3.50 | 560 | $ 1,960.00 |
| February 28, 2013 | Apples | $ 3.50 | 580 | $ 2,030.00 |
|  |  |  | **7,800** | **$ 27,300.00** |

## Peanut Pumpkin Sales Revenue

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initial** | 300 |  |  |  |
| **Increment** | 30 |  |  |  |
|  |  |  |  |  |
| **Date** | **Product** | **Net** | **Quantity** | **Revenue** |
| February 1, 2013 | Peanut Pumpkins | $ 2.50 | 300 | $ 750.00 |
| February 2, 2013 | Peanut Pumpkins | $ 2.50 | 330 | $ 825.00 |
| February 3, 2013 | Peanut Pumpkins | $ 2.50 | 360 | $ 900.00 |
| February 4, 2013 | Peanut Pumpkins | $ 2.50 | 390 | $ 975.00 |
| February 7, 2013 | Peanut Pumpkins | $ 2.50 | 420 | $ 1,050.00 |
| February 8, 2013 | Peanut Pumpkins | $ 2.50 | 450 | $ 1,125.00 |
| February 9, 2013 | Peanut Pumpkins | $ 2.50 | 480 | $ 1,200.00 |
| February 10, 2013 | Peanut Pumpkins | $ 2.50 | 510 | $ 1,275.00 |
| February 11, 2013 | Peanut Pumpkins | $ 2.50 | 540 | $ 1,350.00 |
| February 14, 2013 | Peanut Pumpkins | $ 2.50 | 570 | $ 1,425.00 |
| February 15, 2013 | Peanut Pumpkins | $ 2.50 | 600 | $ 1,500.00 |
| February 16, 2013 | Peanut Pumpkins | $ 2.50 | 630 | $ 1,575.00 |
| February 17, 2013 | Peanut Pumpkins | $ 2.50 | 660 | $ 1,650.00 |
| February 18, 2013 | Peanut Pumpkins | $ 2.50 | 690 | $ 1,725.00 |
| February 21, 2013 | Peanut Pumpkins | $ 2.50 | 720 | $ 1,800.00 |
| February 22, 2013 | Peanut Pumpkins | $ 2.50 | 750 | $ 1,875.00 |
| February 23, 2013 | Peanut Pumpkins | $ 2.50 | 780 | $ 1,950.00 |
| February 24, 2013 | Peanut Pumpkins | $ 2.50 | 810 | $ 2,025.00 |
| February 25, 2013 | Peanut Pumpkins | $ 2.50 | 840 | $ 2,100.00 |
| February 28, 2013 | Peanut Pumpkins | $ 2.50 | 870 | $ 2,175.00 |
|  |  |  | **11,700** | **$ 29,250.00** |

## Turban Squash Sales Revenue

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initial** | 100 |  |  |  |
| **Increment** | 15 |  |  |  |
|  |  |  |  |  |
| **Date** | **Product** | **Net** | **Quantity** | **Revenue** |
| February 1, 2013 | Turbin Squash | $ 1.50 | 100 | $ 150.00 |
| February 2, 2013 | Turbin Squash | $ 1.50 | 115 | $ 172.50 |
| February 3, 2013 | Turbin Squash | $ 1.50 | 130 | $ 195.00 |
| February 4, 2013 | Turbin Squash | $ 1.50 | 145 | $ 217.50 |
| February 7, 2013 | Turbin Squash | $ 1.50 | 160 | $ 240.00 |
| February 8, 2013 | Turbin Squash | $ 1.50 | 175 | $ 262.50 |
| February 9, 2013 | Turbin Squash | $ 1.50 | 190 | $ 285.00 |
| February 10, 2013 | Turbin Squash | $ 1.50 | 205 | $ 307.50 |
| February 11, 2013 | Turbin Squash | $ 1.50 | 220 | $ 330.00 |
| February 14, 2013 | Turbin Squash | $ 1.50 | 235 | $ 352.50 |
| February 15, 2013 | Turbin Squash | $ 1.50 | 250 | $ 375.00 |
| February 16, 2013 | Turbin Squash | $ 1.50 | 265 | $ 397.50 |
| February 17, 2013 | Turbin Squash | $ 1.50 | 280 | $ 420.00 |
| February 18, 2013 | Turbin Squash | $ 1.50 | 295 | $ 442.50 |
| February 21, 2013 | Turbin Squash | $ 1.50 | 310 | $ 465.00 |
| February 22, 2013 | Turbin Squash | $ 1.50 | 325 | $ 487.50 |
| February 23, 2013 | Turbin Squash | $ 1.50 | 340 | $ 510.00 |
| February 24, 2013 | Turbin Squash | $ 1.50 | 355 | $ 532.50 |
| February 25, 2013 | Turbin Squash | $ 1.50 | 370 | $ 555.00 |
| February 28, 2013 | Turbin Squash | $ 2.50 | 385 | $ 962.50 |
|  |  |  | **4,850** | **$ 7,660.00** |

## Turban Squash Sales Revenue

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initial** | 100 |  |  |  |
| **Increment** | 10 |  |  |  |
|  |  |  |  |  |
| **Date** | **Product** | **Net** | **Quantity** | **Revenue** |
| February 1, 2013 | Sunflower Seeds | $ 2.25 | 100 | $ 225.00 |
| February 2, 2013 | Sunflower Seeds | $ 2.25 | 110 | $ 247.50 |
| February 3, 2013 | Sunflower Seeds | $ 2.25 | 120 | $ 270.00 |
| February 4, 2013 | Sunflower Seeds | $ 2.25 | 130 | $ 292.50 |
| February 7, 2013 | Sunflower Seeds | $ 2.25 | 140 | $ 315.00 |
| February 8, 2013 | Sunflower Seeds | $ 2.25 | 150 | $ 337.50 |
| February 9, 2013 | Sunflower Seeds | $ 2.25 | 160 | $ 360.00 |
| February 10, 2013 | Sunflower Seeds | $ 2.25 | 170 | $ 382.50 |
| February 11, 2013 | Sunflower Seeds | $ 2.25 | 180 | $ 405.00 |
| February 14, 2013 | Sunflower Seeds | $ 2.25 | 190 | $ 427.50 |
| February 15, 2013 | Sunflower Seeds | $ 2.25 | 200 | $ 450.00 |
| February 16, 2013 | Sunflower Seeds | $ 2.25 | 210 | $ 472.50 |
| February 17, 2013 | Sunflower Seeds | $ 2.25 | 220 | $ 495.00 |
| February 18, 2013 | Sunflower Seeds | $ 2.25 | 230 | $ 517.50 |
| February 21, 2013 | Sunflower Seeds | $ 2.25 | 240 | $ 540.00 |
| February 22, 2013 | Sunflower Seeds | $ 2.25 | 250 | $ 562.50 |
| February 23, 2013 | Sunflower Seeds | $ 2.25 | 260 | $ 585.00 |
| February 24, 2013 | Sunflower Seeds | $ 2.25 | 270 | $ 607.50 |
| February 25, 2013 | Sunflower Seeds | $ 2.25 | 280 | $ 630.00 |
| February 28, 2013 | Sunflower Seeds | $ 2.25 | 290 | $ 652.50 |
|  |  |  | **3,900** | **$ 8,775.00** |

## Turban Squash Sales Revenue

|  |  |  |
| --- | --- | --- |
| **Total Sales** | **$ 72,985.00** |  |
| **Total Units Sold** | **28,250** |  |
|  |  |  |
| **Date** | **Product** | **Revenue** |
| February 1, 2013 | All New Products | $ 1,825.00 |
| February 2, 2013 | All New Products | $ 2,015.00 |
| February 3, 2013 | All New Products | $ 2,205.00 |
| February 4, 2013 | All New Products | $ 2,395.00 |
| February 7, 2013 | All New Products | $ 2,585.00 |
| February 8, 2013 | All New Products | $ 2,775.00 |
| February 9, 2013 | All New Products | $ 2,965.00 |
| February 10, 2013 | All New Products | $ 3,155.00 |
| February 11, 2013 | All New Products | $ 3,345.00 |
| February 14, 2013 | All New Products | $ 3,535.00 |
| February 15, 2013 | All New Products | $ 3,725.00 |
| February 16, 2013 | All New Products | $ 3,915.00 |
| February 17, 2013 | All New Products | $ 4,105.00 |
| February 18, 2013 | All New Products | $ 4,295.00 |
| February 21, 2013 | All New Products | $ 4,485.00 |
| February 22, 2013 | All New Products | $ 4,675.00 |
| February 23, 2013 | All New Products | $ 4,865.00 |
| February 24, 2013 | All New Products | $ 5,055.00 |
| February 25, 2013 | All New Products | $ 5,245.00 |
| February 28, 2013 | All New Products | $ 5,820.00 |
|  |  | **$ 72,985.00** |