

MCM GROUP

绿色农业生态旅游案例分享
AGRICULTURAL TOURISM

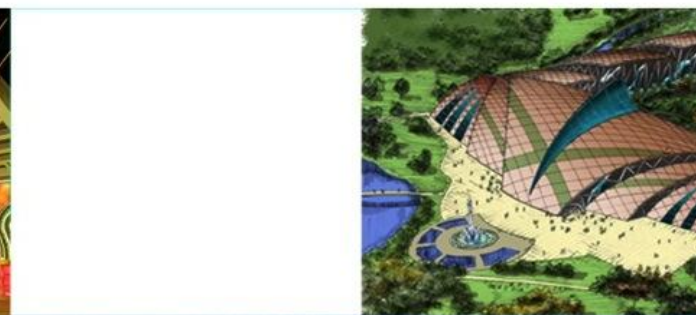
为生活营造体验
DESIGNING
EXPERIENCES
for
LIFE

关于我们

- 成立于 1984 年
- 公司总部位于美国加州洛杉矶
- 中国区总部位于北京,并在天津、成都、广州 和昆明设有办事处。
- 中东总部位于卡塔尔-多哈。非洲总部位于肯尼亚-奈洛比。
- MCM拥有分别可提供景观及数字互动体验设计建造服务的两家合资公司。
- 在59个国家有超过2,000个工程项目
- 自1999年起参与中国300余个项目的设计
- 9个项目正在建造中

About MCM

- Founded in 1984
- International Headquarters in Los Angeles
- China Headquartered in Beijing, Offices in TianJin, ChengDu, GuangZhou and Kunming.
- Middle East headquarters in Doha,Qatar and African Headquarters in Nairobi, Kenya
- MCM has two joint-venture firms that provide Design build landscape services and digital interactive solutions respectively.
- Over 2,000 Projects in 59 countries
- 300 projects in China since 1999
- 9 projects under construction in China



服务客户

Clients



万达集团



浙江城投
—ZJUCIC—



中国中铁



与您携手 改变生活



恒大集团

EVERGRANDE GROUP



蓝光BRC

—用心建筑生活—



蓝天城

EE city



隆海集团

青岛地产十强



FORTE复地

以人为蓝图



Outlet China



zhixin

成都置信



KAHRA MAA

MICHAEL C. MITCHELL集团总裁

MICHAEL C. MITCHELL, CEO



MCM集团创始人麦克·米切尔先生是在国际旅游目的地、景区及生活休闲服务设计领域里享誉世界的专家级规划师、设计师。在40年的职业生涯中，他为59个国家超过2000个项目做出了杰出的贡献。在成立MCM集团前，米切尔先生曾担任洛杉矶奥运会资深副总裁，负责该届奥运会的竞赛活动规划和运营支持统筹，使之成为首届盈利的奥运会项目。同时也负责监督56个奥林匹克场馆的规划及建筑的统筹安排工作。

米切尔先生还为其他六届奥林匹克盛会、四届世界博览会担任资深规划顾问，并与全球众多大规模的休闲、娱乐和地产开发公司以及国家、当地政府，展开大型项目的合作。

The firm was founded by Michael C. Mitchell an internationally recognized destination, attraction and leisure planner and designer. Mr. Mitchell has contributed to more than 2,000 projects in 59 countries over this forty year career. Prior to forming MCM, Mr. Mitchell served as Senior Vice-President of the highly successful Los Angeles Olympics, where he was responsible for the planning and support operations of the Olympics. Among his responsibilities included overseeing the planning of the 56 Olympic venues and supervising the architectural departments venue planning.

He has served as a senior planning consultant to six other Olympic Games, four World Fairs, and has worked with many of the largest leisure, entertainment and property development companies in the world, as well as dozens of national and city governments throughout the world.

鲁能美丽乡村项目
Luneng Group Country Paradise Project

'Green' Planning

绿色计划

□ MCM has been a global leader in sustainable design, agriculture based projects

□ MCM集团是全球可持续设计、农业项目的领导企业之一。

The New Countryside

世界级的理念
新型农业生活方式

科技

TECHNOLOGY

环保

ECOLOGY

教育

EDUCATION

民生

LIVING

欢乐

JOY

Five Concepts

五大模块

- 核心区：国家农业公园
- 示范区：CSA农业新模式
- 拓展区：美丽乡村（城乡统筹区）
- 拓展区：美丽乡村（会员制农场）
- 外延区：农业种植区

- Core Area: National Agriculture Park
- Demonstration Area: Community Supported Agriculture
- Secondary Area: Rural-Urban Transition Area
- Secondary Area: Membership Farm
- Extended Area: Agricultural Area



核心区：
国家农业
公园

National Agriculture Park

国家农业公园

- 集教育，商业，度假，观光，高科技农业展示，乐园等功能于一体的农业旅游目的地。
- A destination that combines commercial, resort, education, hi-tech agriculture expo, agriculture theme park etc.



Core Area Development

国家农业公园之
核心体验产品



农业生态
酒店
AGRARIAN
ECO-HOTEL

农业商业
中心
COUNTRY
WALK

农业教育
主题公园
AGRICULTURE
EDUCATION
THEME PARK

高科技
农业展示区
HI-TECH AGRICULTURE
DEMONSTRATION
ZONE

室外农业
体验中心
OUTDOOR
AGRICULTURE
EXPERIENCE
CENTER

酒庄
展示综合体
WINERY
DEMONSTRATION
COMPLEX

- Hi-tech Agriculture Demonstration Zone
- Agriculture Education Theme Park
- Outdoor Agriculture Experience Center
- Agrarian Eco-Hotel
- Country Walk
- Winery Demonstration Complex



本地商业
&居住
LOCAL VILLAGE
SHOPS & HOUSING

民宿
BED &
BREAKFAST

社区配套
SUPPORT
FACILITIES

- Local Village Shops with Housing Above
- Bed & Breakfast Program
- Support Facilities for Area Community
- 带有居住的本地村庄商店
- 民宿项目
- 为区域社区服务的配套设施

Country Walk

国家农业公园之
农业商业中心



Agriculture Theme Park

国家农业公园之

农业教育主题公园



- 儿童农业体验公园
- “农业的崛起” 黑暗骑乘——历史主题黑暗乘骑
- 羽梦齐飞——实境鸟类演出
- 高科技互动角色表演
- 农业主题乘骑和景点
- 观光热气球乘骑

- Children's Agriculture Experience Park
- History of Chinese Agriculture Dark Ride
- Live Bird Show
- Hi-Tech Interactive Character Show
- Agriculture Themed Rides & Attractions
- Sightseeing Balloon Ride

农业历史主题
黑暗乘骑

HISTORY OF
CHINESE
AGRICULTURE
DARK RIDE

实境
鸟类演出

LIVE BIRD
SHOW

高科技
互动角色表演

HI-TECH
INTERACTIVE
CHARACTER
SHOW

农业主题
乘骑&景点

AGRICULTURE
THEMED
RIDES &
ATTRACTION

观光
热气球乘骑

SIGHTSEEING
BALLOON RIDE

示范区：
CSA农业
新模式

Community Supported Agriculture

CSA农业新模式



- 与社区联动的新型高效农业，农民与消费者形成直接的合作或产销模式来保障健康食品的生产 and 农场的可持续运营。
- Community Supported Agriculture, locally based economic model of agriculture and food distribution.

Rural-Urban Transition Area 美丽乡村 (城乡统筹区)



拓展区:
美丽乡村
(城乡统筹区)

- 原居民的环境改造和城乡统筹
- 提供农民就业
- Revitalization of Rural Area
- Providing Economic & Social Benefits

拓展区:
美丽乡村
(会员制农场)

Membership Farm

美丽乡村
(会员制农场)

- 会员制生态社区
- Membership farm and lifestyle housing



Agriculture Area

农业种植区

- 农业科技生产区
- Agriculture Production, work with Research Institute.

Country Paradise 5 Plans

鲁能美丽乡村

- 计划1：农业教育计划——农业不仅仅是提供食物
- 计划2：未来科技计划——进入可持续发展时代
- 计划3：乡村振兴计划——美丽乡村和城乡统筹
- 计划4：乡村旅游计划——全域旅游大时代
- 计划5：新型农业计划——为了生活而生产

- Agriculture Education Plan
- Future Technology Plan
- Countryside Revitalization Plan
- Countryside Tourism Platform
- New Agriculture Plan

计划一：农业教育计划

AGRICULTURE
EDUCATION PLAN

计划二：未来科技计划

FUTURE
TECHNOLOGY PLAN

计划三：乡村振兴计划

COUNTRYSIDE
REVITALIZATION PLAN

计划四：乡村旅游计划

COUNTRYSIDE
TOURISM PLATFORM

计划五：新型农业计划

NEW AGRICULTURE PLAN



Not only about food production

Agri-Education Plan

计划一 不仅仅是生产食物
鲁能农业教育计划

- 农业，乡村，同样是一个文明的知识窗口。鲁能美丽乡村也将承担起农业教育的使命。
- 鲁能将会成为联合国环境规划署中国分部的主要支持者，它于2016年主持开幕中国青年环境论坛。
- 鲁能遵从联合国环境署的中国环境教育指导方针，大力推广农场教育，向儿童倡导如何保护环境，可持续地生活。
- Agriculture and the countryside are the foundations of Chinese civilization and knowledge. Luneng will undertake a comprehensive agriculture education program.
- Luneng will be a leading supporter for the United Nations Environmental Program (UNEP) China Division, which is launching its China Youth Environmental Forum in 2016.
- Luneng has adopted UNEP's China Environmental Education Guidelines utilizing Agriculture Education to inform children on how to live an environmentally sustainable life.



Here We Learn

计划一 农业教育计划之 农业多学科教育

Agriculture education will serve as the learning platform:

- ❑ Not only learning about production— also history, economics, art, and technology.
- ❑ Not only learning about species— also the geography of the place origin and other humanistic knowledge.
- ❑ Not in a classroom— hands-on learning on the farm, workshop, park, camping... edutainment and interactive content will be included in every program.

以农业为线索，汇聚知识的万花筒：

- 不仅仅是生产——有关历史，经济，艺术，科技的教育
- 不只是物种——世界源产地的地理和人文知识的教育
- 不只是课堂——田野，作坊，乐园，营地.....每一个地方都融入互动体验式的教育内容





计划一 农业教育计划之 多元化教育

For All Ages & Diversity



Focusing on children and teenagers

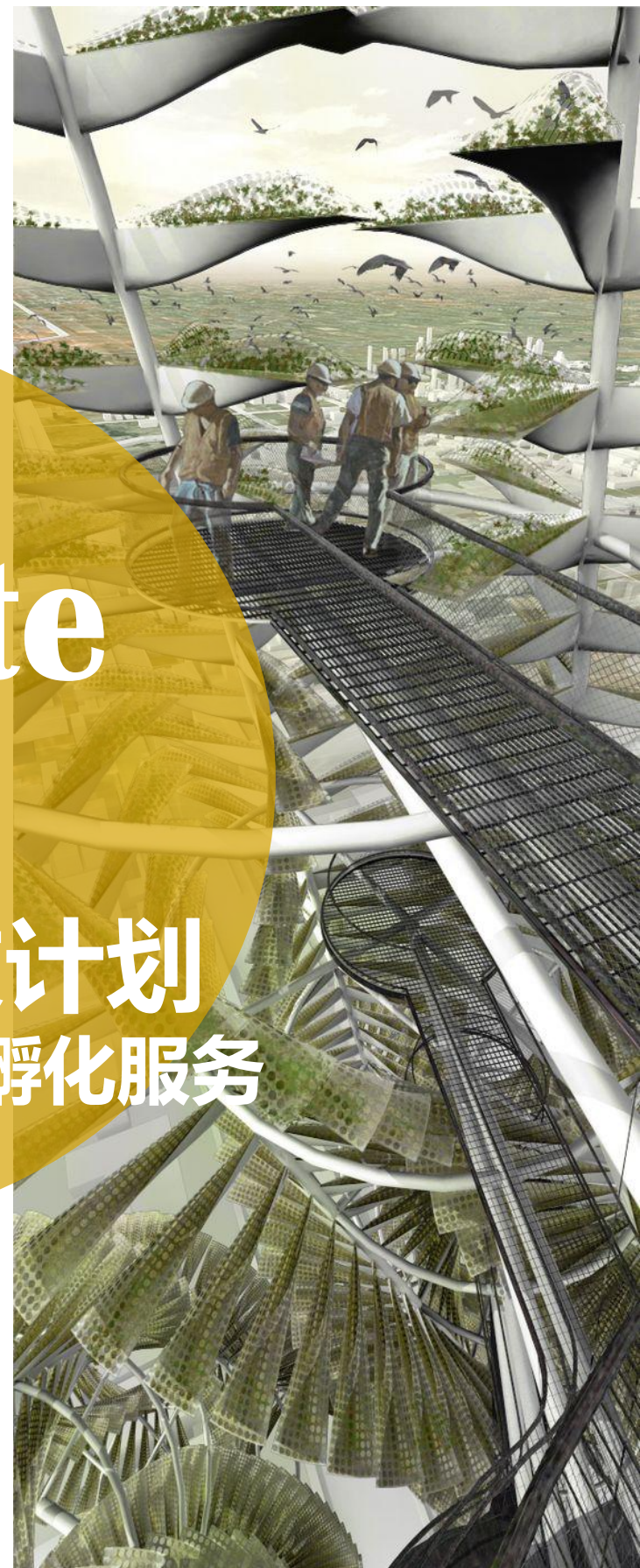
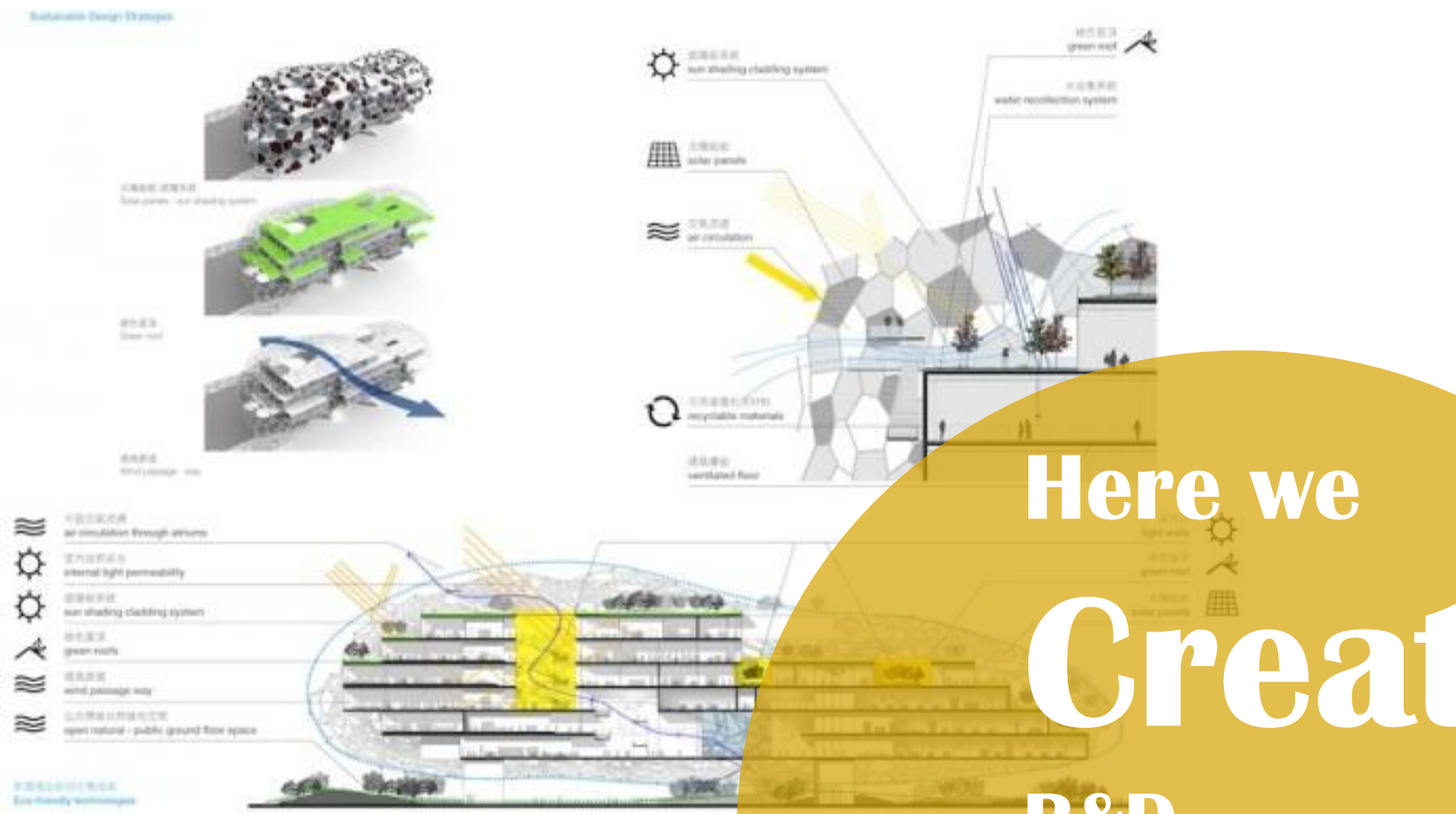
- Agriculture , handcraft experiential education
 - Agriculture theme park learning programs
 - Scientific investigation & School Trips
 - Teenager farm camping programs
- Other activities for parent-child
- Cooking, handcraft, art, sports, training etc

主体为青少年课外教育

- 农事, 手工等体验式教育
- 农业主题公园的游乐式教育
- 科考旅行式教育
- 大礼包: 青少年农业教育夏令营

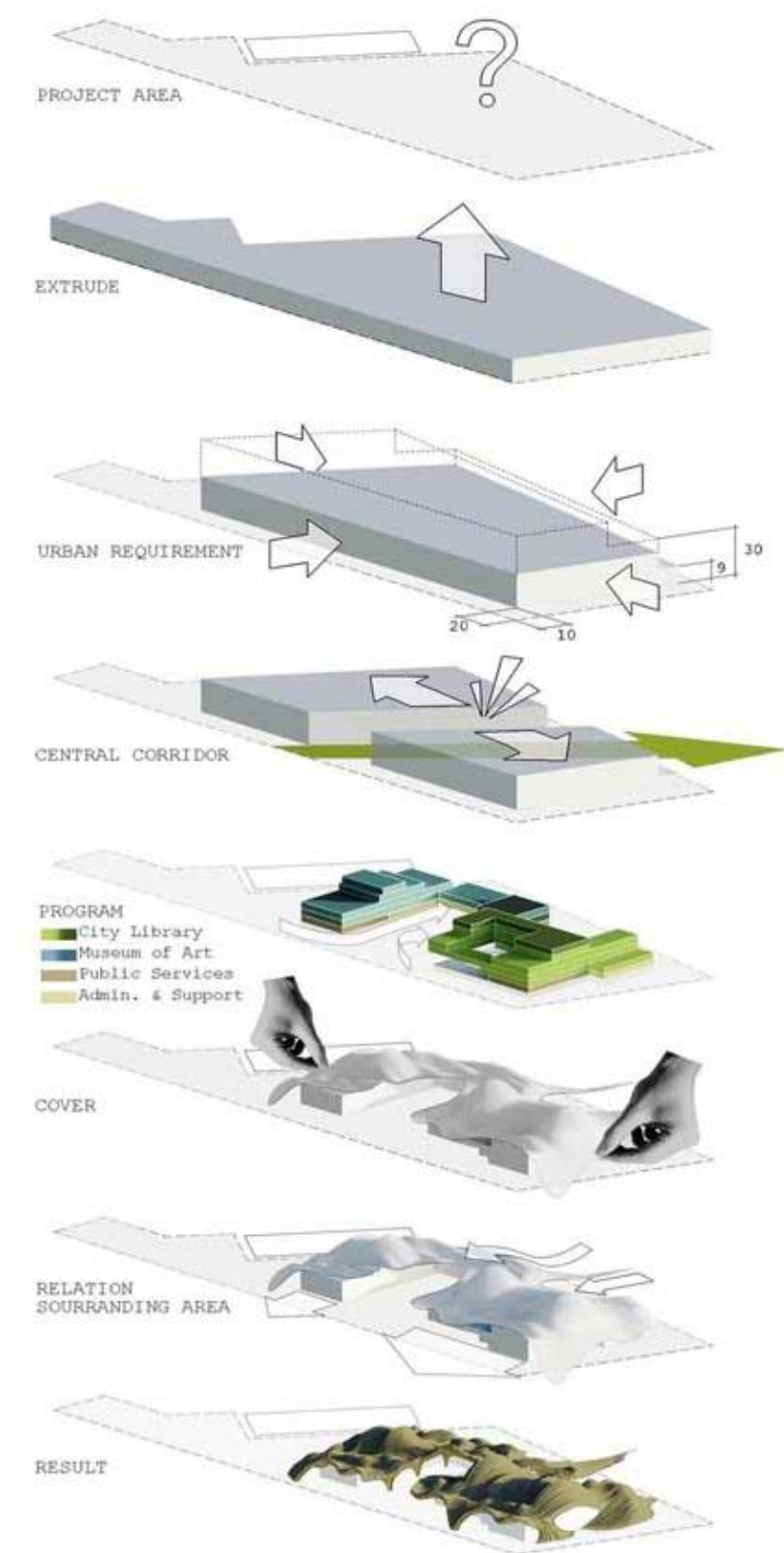
辅助以成年人教育

- 厨艺, 手工, 艺术, 体育等多种亲子共同参与的休闲体验式教育和培训项目



Here we
Create
 R&D
 计划二
未来科技计划
科研平台&孵化服务

- Provide research and intern program for agriculture universities and institutes.
- Establish programs to encourage young farmers and entrepreneurs to develop hi-tech 'Green' solutions for China's food production
- 为高校科研机构提供研发和实践平台；
- 鼓励年轻的农民和创业者参与创业孵化项目。



计划二 未来科技计划之

可持续技术的集大成者

Here We Build

Sustainability

- Water Recycling Demonstration Projects
- Renewable Energy Demonstration Systems
- Sustainable Building Demonstrations
- 水循环科普展示项目
- 可再生能源科普展示系统
- 可持续建筑科普展示



Luneng joins the process of local redevelopment:

- Cooperative Farming Program to improve rural standard of living
- Training on Improved Farming Techniques
- Providing employment in project service sector
- Improving rural housing
- Offering ownership opportunities of service facilities for visitors
- Giving training for local innovation and entrepreneurship



Here We Help the Community

计划三

乡村振兴计划——美丽乡村和城乡统筹

鲁能，积极承担更多的社会责任，力求与本地社群达到融合与共赢：

- 合作型农场项目，提升生活标准
- 农场生产技术的提升培训
- 项目雇佣环节服务
- 建设美丽乡村，提升住房质量
- 游客服务设施和乡村公共设施建设
- 立足乡村的创新和创业服务



计划四
乡村旅游计划
 How we
**Experience
 Nature**

- ❑ 全域旅游时代已然到来，旅游业已成为各个行业的整合和价值放大平台。
- ❑ 鲁能美丽乡村，以乡村旅游整合教育，科技，农业生产和乡村振兴，实现最大的经济和社会效应。
- ❑ 鲁能美丽乡村的乡村旅游，将集合科普，教育，游乐，文化休闲等各个方面的功能。
- ❑ 以周边都市的家庭消费者为主体的客群。



- ❑ Tourism has become an important platform to integrate and enhance the effect of rural development on most agriculture industries.
- ❑ Luneng Country Paradise will achieve its best social and economic impact by developing experiential tourism that integrates education, entertainment and local culture.
- ❑ The major targeted market are families from major surrounding urban areas.



The Menu Online

计划五 新型农业计划之
在线销售服务



消费者可以通过app选择：优质粮油，蔬菜，鲜果，肉，禽，蛋，水产等。
 以高附加值农产品为种养殖的重点；
 严格执行生态型种养殖的品质控制原则。

Utilizing Luneng's Food APP they can purchase high quality food products: grain, oil, vegetables, fruits, meat, chicken, eggs and aquatic products.

- High value-added products
- Grown and processed in ecological environment with very strict quality assurance.



APPS监控

Luneng

Visitor APPS

We can monitor every process



计划五 新型农业计划之 生产全过程监控

Guaranteeing

绝对的保障



消费者可以通过app观察：

- 设施农业及其生产流程
- 生态肥料技术
- 病虫害的生物防治技术
- 生产环境质量的状况

Through Luneng's APP, the consumer can see:

- The process of production
- The hi-tech facilities
- The use of organic-fertilizer
- Learn to prevent pesticide through eco way
- Hi-Tech Quality Control System



Farm to Table

Delivery System

计划五 新型农业计划之

农场到餐桌

- Provide full service from food picking, to processing, packing transporting and delivery
- The customer can wait for the delivery, or go to Luneng food chain stores in the city to buy the product.
- Luneng residential owners will have the prioritized right to become members of the Direct Food Delivery System.

- 采摘，加工，包装，运输和配送全流程。
- 在家等候送货上门，或者到鲁能在城市社区设置的有机农产品及食品门店随意选购。





- Build up national network of marketing channels ;
- Relying on internet technologies, and develop different cooperation mode with farmers, experts, and investment organizations.

Channels & Cooperation

计划五 新型农业计划之 渠道营销 & 共享经济

- 构建农产品全国渠道结构，建立发展合作伙伴；
- 依托互联网技术，共享基地平台，与农民，专家，投资机构等建立多方合作模式。



鲁能美丽乡村——区域发展新引擎

A new **Regional Engine**

Luneng Country Paradise actively corresponds to national policies to improve regional development by providing:

- New agriculture
- Improving the environment
- Enhancing countryside tourism
- Developing Hi-tech Agriculture
- Guaranteeing Food Safety
- Offering Innovation & Entrepreneurship Programs in Villages

积极呼应国家政策，承载区域综合发展模式：

- 新型农业
- 提高区域环境质量
- 提升乡村旅游
- 发展高科技农业
- 保证食品安全
- 引领乡村创新和农产业孵化创业



Covering the Nation

模式复制，全国布局

- 布局遍布全国
- 平均面积10000+x亩

- Locations throughout China
- 10,000+x mu per location

National Benefits

功在乡村，利在社会

- One of China's most comprehensive 'Green Agriculture' Initiatives
- Combines the best of Chinese Culture, Global Agricultural Science and Governmental Policy to lead the way in building a premier 'Green Lifestyle.'
- Integrated Agriculture and Lifestyle System
- Integrated Organic Food System – from Farm to Table
- Agriculture Hi-Tech Business Incubator
- A leading supporter for the *United Nations Environmental Program (UNEP) China Division* education programs complete with Government Certificate

- 中国绿色农业模式先行者
- 将中国博大精深的文化内核，国际农业科学和政府政策相结合，引领打造一种具有领先意义的绿色生活方式
- 整合农业和生活方式的方方面面
- 整合有机食物体系—从农场到餐桌
- 农业高科技商业孵化器
- 获得政府认证的教育项目，联合国环境规划署的主要支持者



鲁能重庆江津领袖庄园项目
•Overall Programming for Luneng 'COUNTRY PARADISE'
- Jiangjin, Chongqing

- 项目区位
- Location

中国西南区域，直辖市—重庆市内的江津区，地处长江流域要津位置。江津区位于长江中上游，在三峡库区尾端，是长江中上游重要的航运枢纽和物资集散地，也是川东地区的**粮食产地、鱼米之乡**。

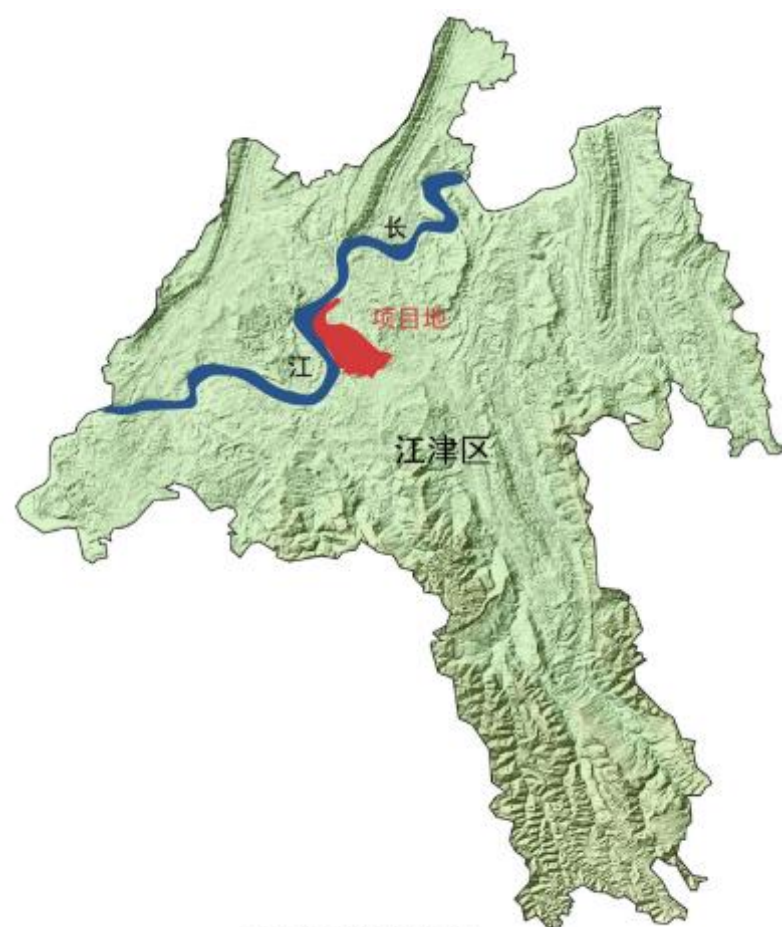
本项目占地**50000亩**，核心区（广萌区域）**占5000余亩**。项目地被渝沪高速、成渝铁路等多条交通线包围，距离重庆市区、江津城区均较近，项目用地内含于江津现代农业园区。其中，核心区——广萌片区已有部分规划。

Jiangjin zone is located in Chongqing, the southwest of China. It is at the middle key area of Yangtze river, east $105^{\circ}49'$ — $106^{\circ}38'$, north $28^{\circ}28'$ — $29^{\circ}28'$. It is called the production homeland.

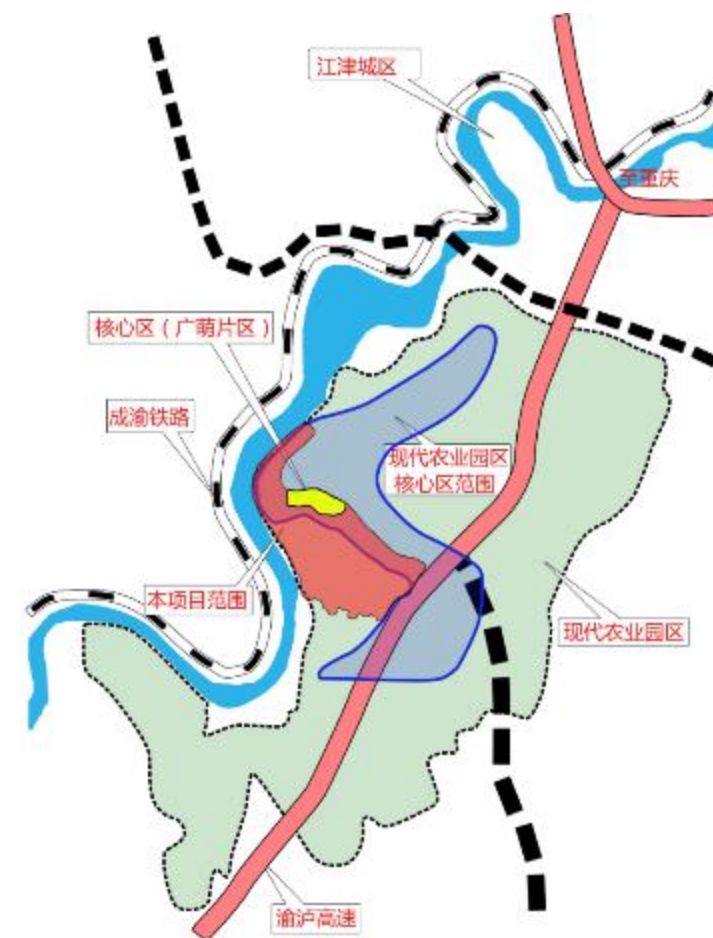
The project covers an area of 50000mu. The core area covers 5000mu. The site is located in the middle of Yuhu highway and Chengyu railway which is near city center of Chongqing and Jiangjin. The site is included in Jiangjin modern agriculture park and part of core area has been planned.



项目在重庆市的区位



项目在江津区的区位



- 基地现状
- Existing Condition Analysis



中国乡村的问题

Country Problems of China

老年农业
Elderly
Agricultural

留守儿童
Left-behind
Children

滥用化肥
Abuse of Fertilizer

土壤板结
Soil Hardening

龙华镇社会
镇政府: 47861011
派出所: 47861072
国土所: 47861022
社保所: 47862016



- 设计说明
- Design Illustration

鲁能重庆江津领秀庄园项目总占地约50000亩，核心区约4000亩。

核心区是整体区域的先行区，也是重点策划产品的浓缩集合。入口接待和智能展示中心对外承接，保留改造百年民居为文化博物馆、商业餐饮和特色民宿，传承基地文脉。以优质梯田为中心，选择周边地形适宜、视角较好的区域，布局庄园样板产品。充分利用片区内高点插旗山，布局超豪华型庄园会所，增加片区识别性。在南部布局婚庆中心、农田游乐设施等小型主题体验项目，以达到带动农业休闲娱乐、湿地养生运动、庄园社区三向延展的目的。

Chongqing Jiangjin Luneng country paradise covers 50000mu and the core area is 4000mu.

The core area is the launch area for the whole project.. The reception center and smart exhibition center connect with outside. The culture museum, commercial catering and featured hotel are all based on the local culture. The best place is selected to do the manor sample. And different types of the manor are located based on the grades. Wedding center, farm entertainment facilities and experience programs are located to the south which achieves the goal of agriculture entertainment, wetland sports and the manor communities.



- 总平面
- Master Plan



| | | | | | |
|----------------------|---------------------|---------------------------------|--------------------------|------------------------|------------------------------|
| Core Area | 1 | Reception | Wetland Health Care Area | 33 | sports complex |
| | 2 | Traditional Hotels | | 34 | football field |
| | 3 | Cultural Museum | | 35 | emergency center |
| | 4 | Hi-tech Agriculture Center | | 36 | wetland |
| | 5 | Club | | 37 | waterfront commercial |
| | 6 | Residential Sample | | 38 | health center for the senior |
| | 7 | Terrace | | 39 | Fishing base |
| | 8 | Pasture | | 40 | Se-rich products restaurant |
| | 9 | Restaurant | | 41 | handcraft studio |
| | 10 | Wedding Center | | 42 | honey studio |
| | 11 | Hi-tech Entertainment Farm | | 43 | spirit cultural center |
| | 12 | Greenhouse Tour Train | | 44 | little pub |
| Community | 13 | Residential Groups | 45 | seasonal farmer market | |
| Services & Logistics | 14 | Health Center | Base & camp | 46 | ropeway |
| | 15 | Commercial & Official Area | | 47 | Mountain bike lane |
| | 16 | Education Center/Private School | | 48 | climbing |
| | 17 | Library | | 49 | Sport field |
| | 18 | Food Producing Center | | 50 | jogging race |
| | 19 | Delivery Center | | 51 | camp(tent , moter home) |
| Agriculture park | 20 | climbing wall | Agri-communication Area | 52 | art farm |
| | 21 | slides | | 53 | music farm |
| | 22 | agriculture spinning cup | | 54 | color vegetable farm |
| | 23 | small mountain roller coaster | | 55 | color fruits farm |
| 24 | paradise of insects | 56 | | catering | |
| Pasture | 25 | Feeding farm | | 57 | Commercial & hotels |
| | 26 | milk producing studio | | 58 | smart greenhouse |
| Wedding Area | 27 | mountain wedding church | | 59 | agri-research center |
| | 28 | wedding club | | 60 | Agri-communication center |
| | 29 | waterfront catering | | 61 | handcraft studio |
| | 30 | balloon wedding | 62 | student agri-class | |
| | 31 | wedding inns | 63 | kitchen class | |
| | 32 | video studio | 64 | official area | |
| Featured hotels | 65 | theatre & hotel | Waterfront area | 69 | waterfront belt park |
| | 66 | commercial | | 70 | Sculpture park |
| | 67 | tour train station | | 71 | docks |
| | 68 | Ecological hotel | | 72 | waterfront commercial |
| | | | 73 | bicycle track | |

- 总平面
- Master Plan



| | | |
|-----|----|----------|
| 核心区 | 1 | 接待展示中心 |
| | 2 | 精品民宿区 |
| | 3 | 文化博物馆 |
| | 4 | 高科技农业体验馆 |
| | 5 | 山顶庄园会所 |
| | 6 | 样板庄园单元 |
| | 7 | 精品梯田种植区 |
| | 8 | 小牧场 |
| | 9 | 餐厅 |
| | 10 | 婚庆中心 |
| | 11 | 农田娱乐区 |
| | 12 | 温室火车 |

| | | |
|------|----|------|
| 社区组团 | 13 | 庄园社区 |
|------|----|------|

| | | |
|---------|----|-----------|
| 公共配套服务区 | 14 | 医疗中心 |
| | 15 | 日常商业服务及办公 |
| | 16 | 教育中心(学校) |
| | 17 | 书院 |
| | 18 | 食品加工中心 |
| | 19 | 物流中心 |

| | | |
|-------|----|---------|
| 农业公园区 | 20 | 攀爬墙 |
| | 21 | 滑草滑梯 |
| | 22 | 农业旋转杯 |
| | 23 | 小型山地过山车 |
| | 24 | 昆虫乐园 |

| | | |
|-----|----|--------|
| 牧场区 | 25 | 特色饲养区 |
| | 26 | 奶制品加工馆 |

| | | |
|-------|----|------------|
| 婚庆主题区 | 27 | 山顶婚礼堂 |
| | 28 | 婚庆会馆 |
| | 29 | 滨水餐厅 |
| | 30 | 热气球婚礼 |
| | 31 | 婚庆民宿酒店 |
| | 32 | 摄影基地/摄影工作室 |

| | | |
|---------|----|---------------|
| 湿地养生运动区 | 33 | 运动综合体 |
| | 34 | 足球训练场 |
| | 35 | 急救中心 |
| | 36 | 湿地净化区 |
| | 37 | 滨水商业/民宿 |
| | 38 | 老年康体中心/SPA/健身 |
| | 39 | 垂钓竞技基地 |
| | 40 | 富硒餐厅 |
| | 41 | 手工制作馆 |
| | 42 | 蜂蜜实验基地 |
| | 43 | 白酒文化中心 |
| | 44 | 小酒吧 |
| | 45 | 四季农夫集市 |

| | | |
|------|----|--------------|
| 拓展营地 | 46 | 滑索 |
| | 47 | 山地自行车道 |
| | 48 | 山体攀岩 |
| | 49 | 小运动场 |
| | 50 | 慢跑道 |
| | 51 | 营区(烧烤、房车、帐篷) |

| | | |
|---------|--------|----------|
| 农业交流实践区 | 52 | 艺术农场 |
| | 53 | 音乐农场 |
| | 54 | 彩色蔬菜农场 |
| | 55 | 彩色水果农场 |
| | 56 | 农场餐厅 |
| | 57 | 商业/餐饮/民宿 |
| | 58 | 温室 |
| | 59 | 研发中心 |
| | 60 | 未来农业交流中心 |
| | 61 | 手工作坊 |
| 62 | 学生农业教室 | |
| 63 | 移动厨房 | |
| 64 | 创客办公区 | |

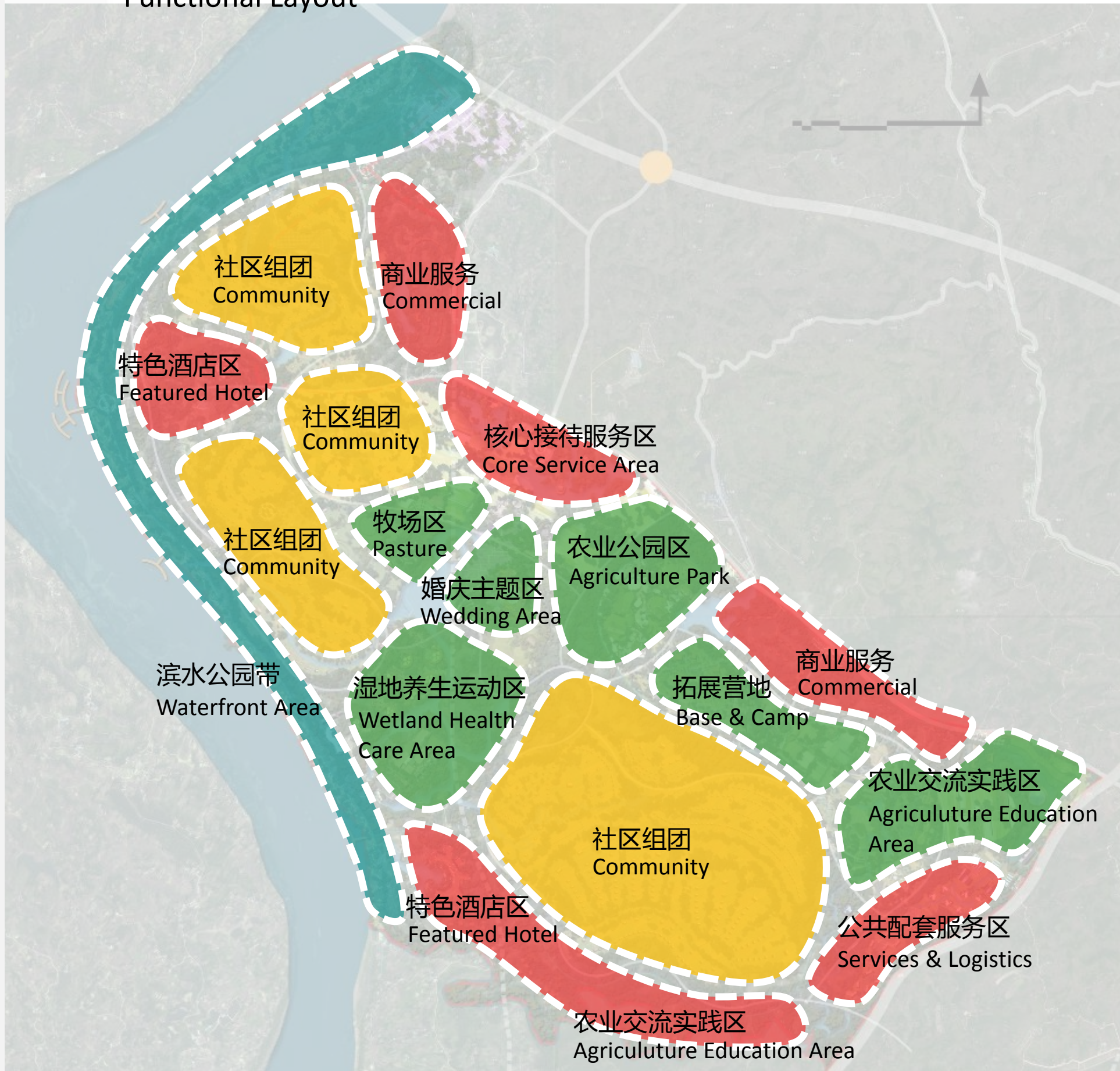
| | | |
|-------|----|-------|
| 特色酒店区 | 65 | 剧院酒店 |
| | 66 | 配套商业 |
| | 67 | 特色火车站 |
| | 68 | 生态酒店 |

| | | |
|-------|----|---------|
| 滨水公园带 | 69 | 滨江带状公园 |
| | 70 | 滨江雕塑公园 |
| | 71 | 码头 |
| | 72 | 滨江商业 |
| | 73 | 自行车骑行绿道 |

- 鸟瞰效果1
- Bird View 1



- 功能分区
- Functional Layout



| 图例 | | Legend | |
|--|---------|--|------------------------|
| | 社区组团 | | Community Group |
| | 商业及综合服务 | | Commercial and Service |
| | 休闲娱乐 | | Entertainment |
| | 滨水公园 | | Waterfront Park |

- 核心区局部鸟瞰
- Core Area Rendering



- 庄园模式—微型庄园
- Manor Mode- Modest Manor

微型庄园 (1.5亩)

农用地 : 867 m² (一亩三分地)

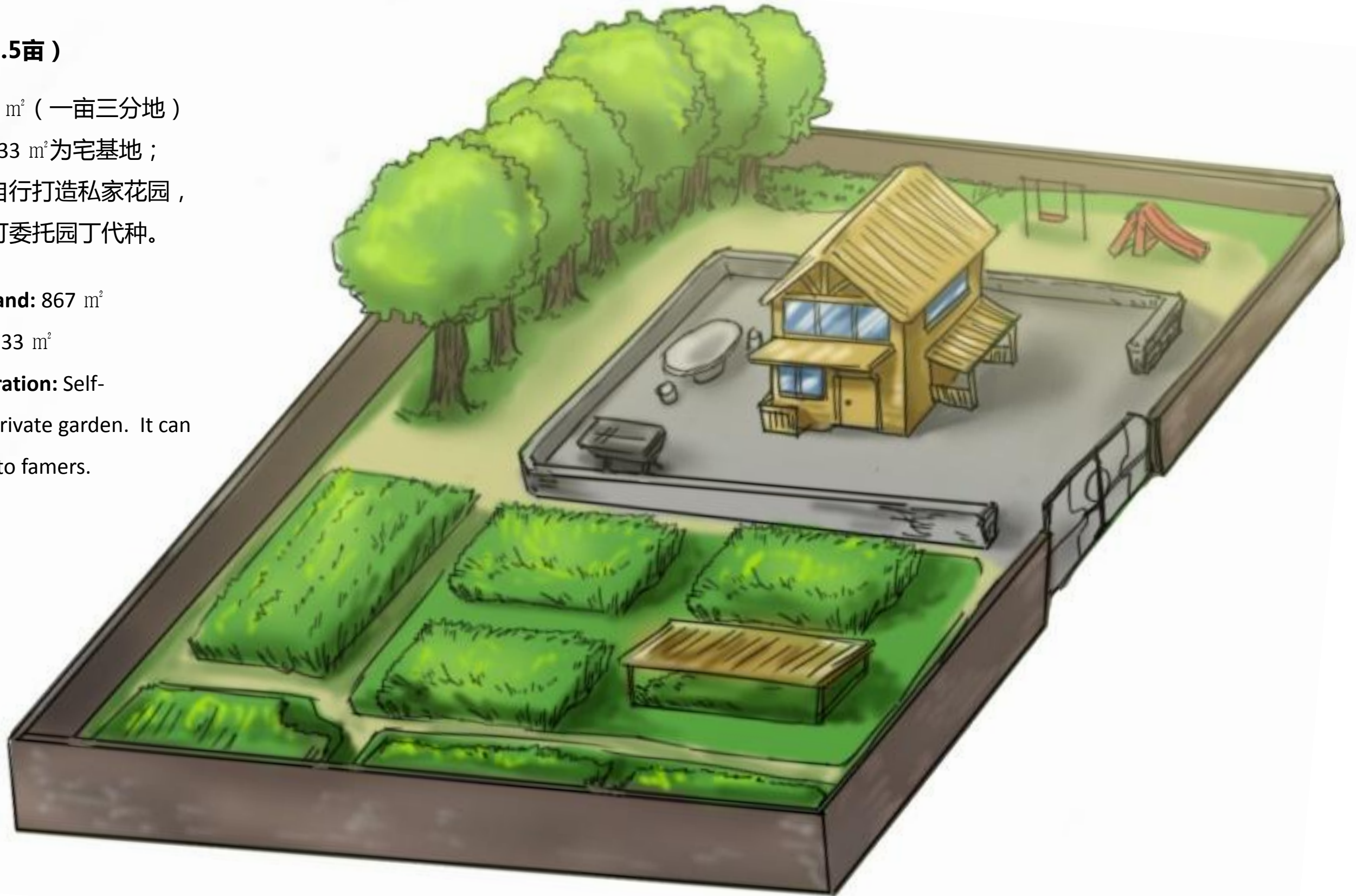
住宅 : 占地133 m²为宅基地 ;

经营方式 : 自行打造私家花园 ,
菜地等 , 也可委托园丁代种。

Agricultural land: 867 m²

House land: 133 m²

Mode of operation: Self-
constructed private garden. It can
be entrusted to famers.



- 庄园模式—小型庄园
- Manor Mode-Small Manor

小型庄园 (3亩)

农用地: 1800 m²

住宅: 占地200m², 为宅基地;

经营方式: 可庄园主自行种植,
可委托园丁代种。

Agricultural land: 1800 m²

House land: 200 m²

Mode of operation: Self-
constructed or entrust famers.



- 庄园模式—标准庄园
- Manor Mode-Standard Manor

标准庄园 (10亩)

农用地 : 6000 m²

住宅 : 200-600 m²建设用地

经营方式 : 出售招商, 打造
主题类产业

Agricultural land: 6000 m²

Housing land: 200-600 m² land
for construction purposes

Mode of operation: sales
merchants, create theme
industry.



- 庄园模式—豪华庄园
- Manor Mode-Luxury Manor

豪华庄园 (100亩)

农用地 : 65000 m²

住宅 : 800-2000 m²建设用地

经营方式 : 出售招商, 打造精品类产业

Agricultural land: 65000 m²

Housing land: 800-2000 m²

Mode of operation: sales merchants, makes the high-quality industry.



- 庄园模式—超豪华庄园
- Manor Mode-Super Luxury Manor

超豪华庄园 (300亩以上)

农用地: 194000 m²

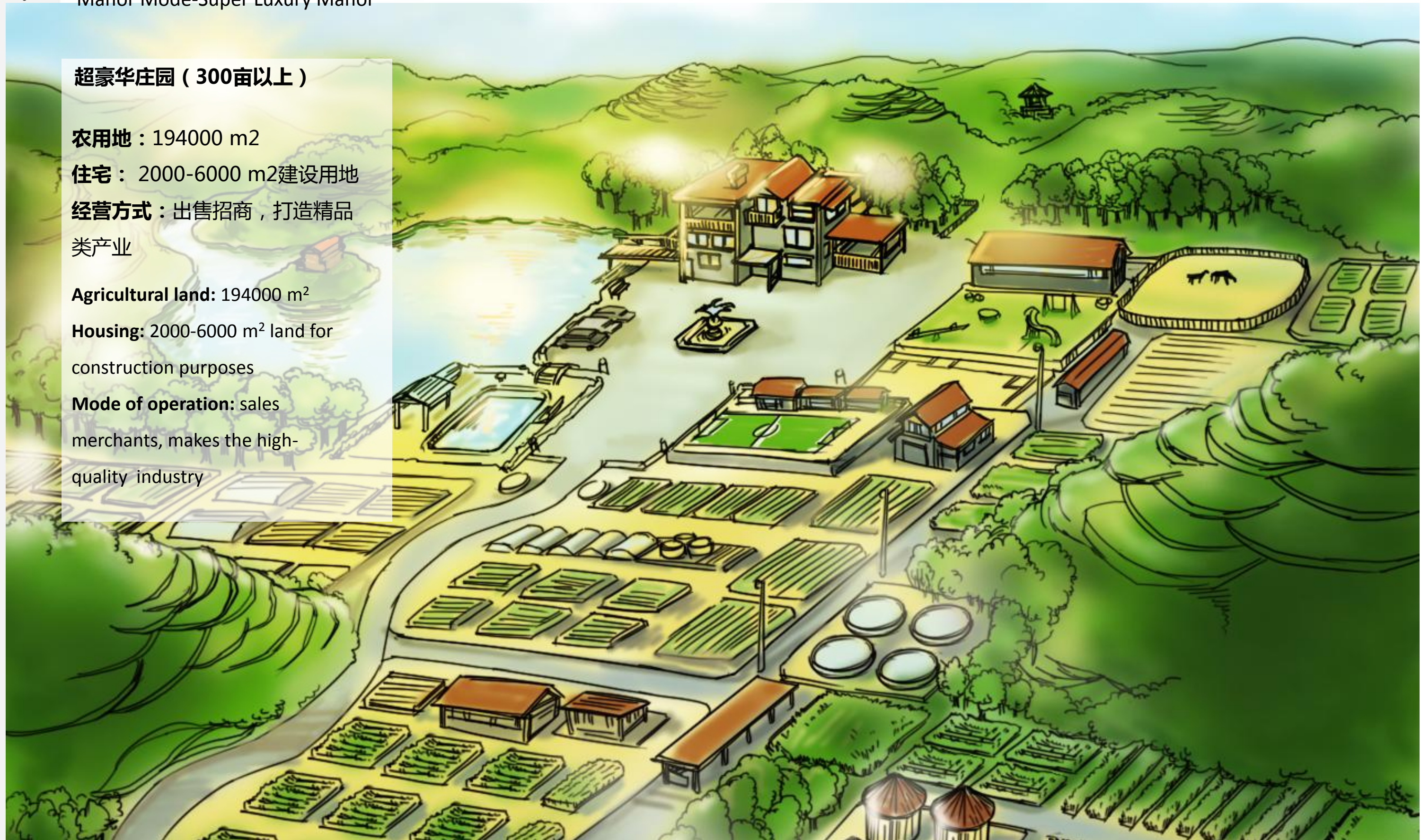
住宅: 2000-6000 m²建设用地

经营方式: 出售招商, 打造精品类产业

Agricultural land: 194000 m²

Housing: 2000-6000 m² land for construction purposes

Mode of operation: sales merchants, makes the high-quality industry



- 庄园社区
- Community





藏马山农业社区
Cangma Agricultural Community

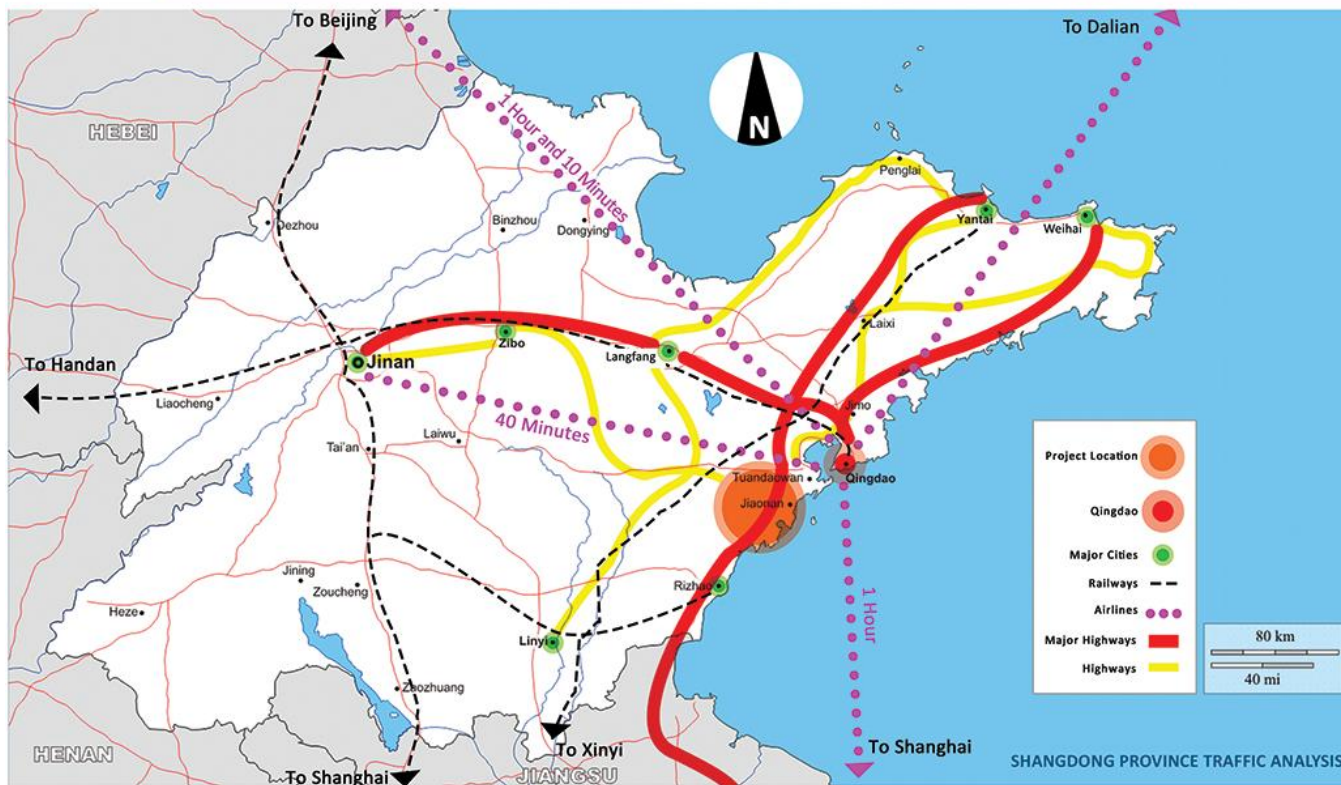
项目标志

Main Project Logo



项目位置 Project Location

Diagrams



Vicinity Map



项目描述

Project Description

Cangma is a 35 square kilometer agriculture destination community integrated into one of the world's largest blueberry farms. Our goal was to provide the local community with an economically and environmentally sustainable model.

In Cangma we had to solve a series of rural, social, economic, agricultural, environmental problems that are outside of the traditional focus of planners and architects.

Facility Program:

Agriculture

Blueberry Fields
Blueberry Research & Breeding Laboratory
Blueberry Greenhouses
Self-pick areas
Blueberry Processing Facilities
Lavender & Spice Fields
Spice Production Facilities
Tree Farm

Lifestyle Villages

Themed Food Village
Eco Restaurant
Art Gallery

Entertainment Village

4D Theater
Amusement Rides
Entertainment Plaza

Activities

Wedding Chapel
Photo Gardens
Snow Skiing
Horse Shows
Helicopter Rides
Hiking Trails
Camping

Hotel & Spa

Residential & Retirement Community

藏马山农业休闲度假区面积达35平方公里，内含世界上最大的蓝莓农场。我们的设计目标是为当地带来具有经济可持续性且环保的项目

藏马山项目要解决一系列农村、社会、经济、农业以及环保的问题，超出传统规划与建筑设计的范畴。

设施与项目

农业

蓝莓农场
蓝莓研发与育种实验基地
蓝莓温室
采摘体验区
蓝莓加工厂
薰衣草田
香料生产设施
林场

小镇体验

美食小镇
生态餐厅
艺术展厅

游乐小镇

4D影院
游乐骑乘
娱乐广场

活动

婚礼礼堂
摄影花园
化学
马术表演
直升机
登山
野营

酒店&按摩

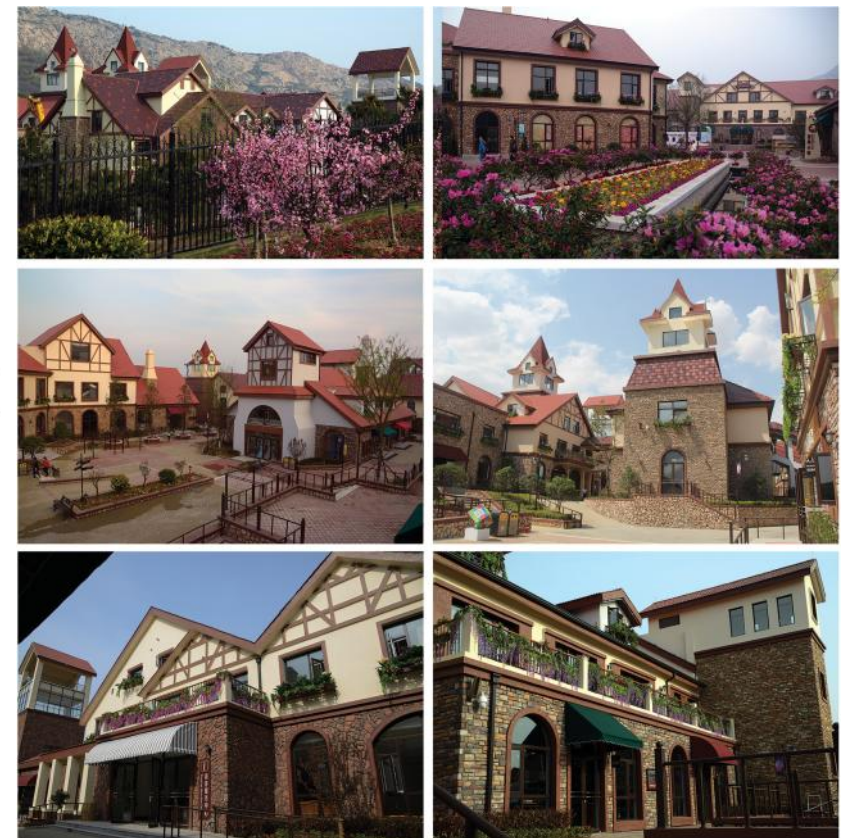
居住与疗养

项目鸟瞰图

Bird's Eye View of Project



小镇体验 Lifestyle Village



特色景观 Landscape Features



项目标志

Project Branding and Logos



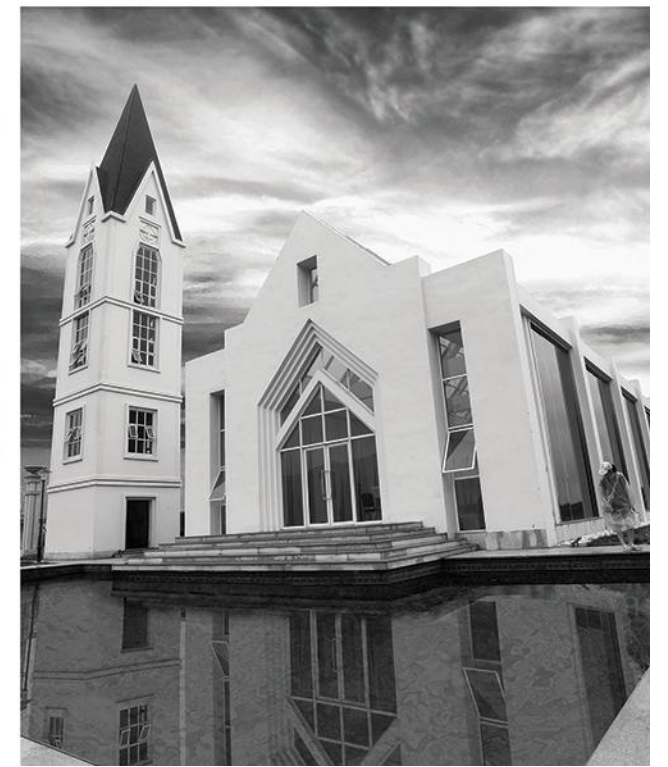
特色小吃 Cultural Food Village



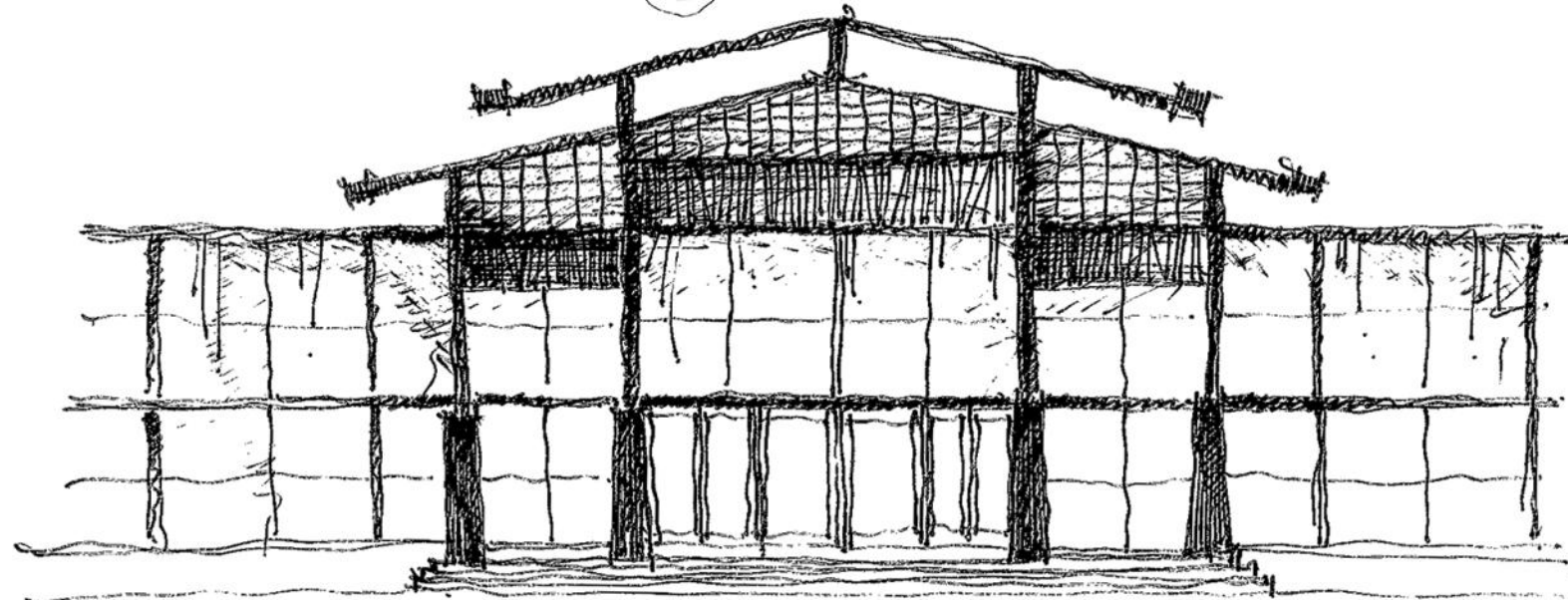
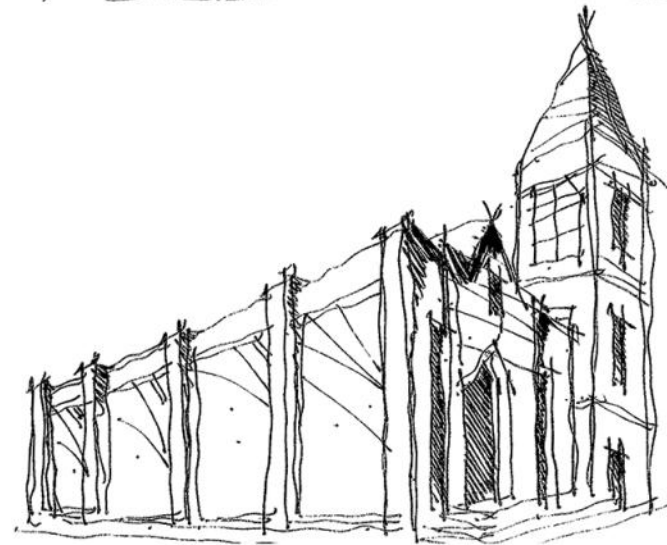
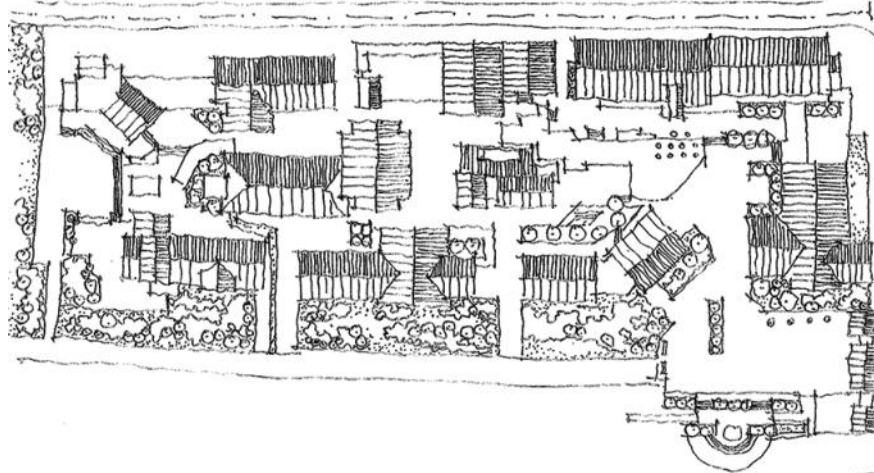
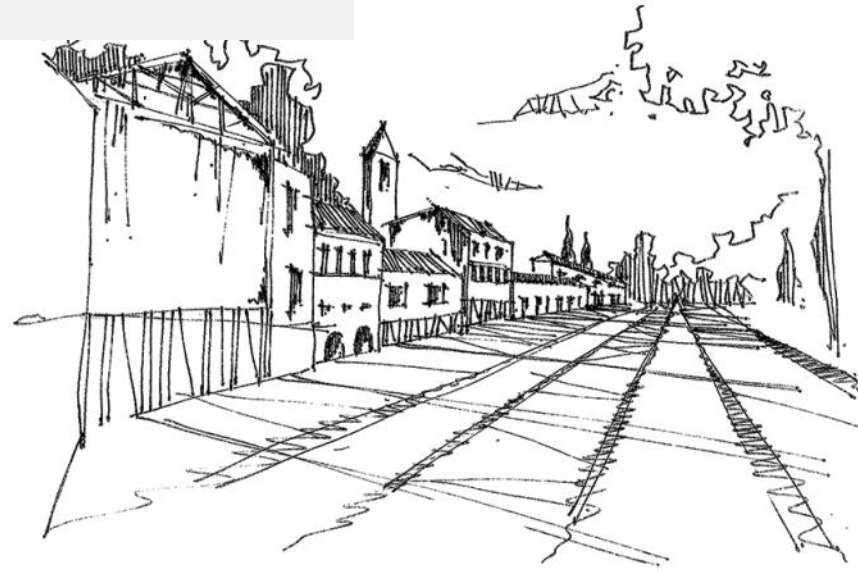
滑雪场 Ski Lodge



婚礼教堂 Wedding Chapel



生态餐厅 Eco Restaurant



生态餐厅 Eco Restaurant



別墅 Villa Views and Plans



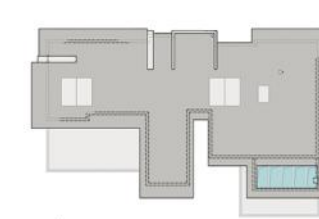
Second Floor Plan



First Floor Plan



Third Floor Plan



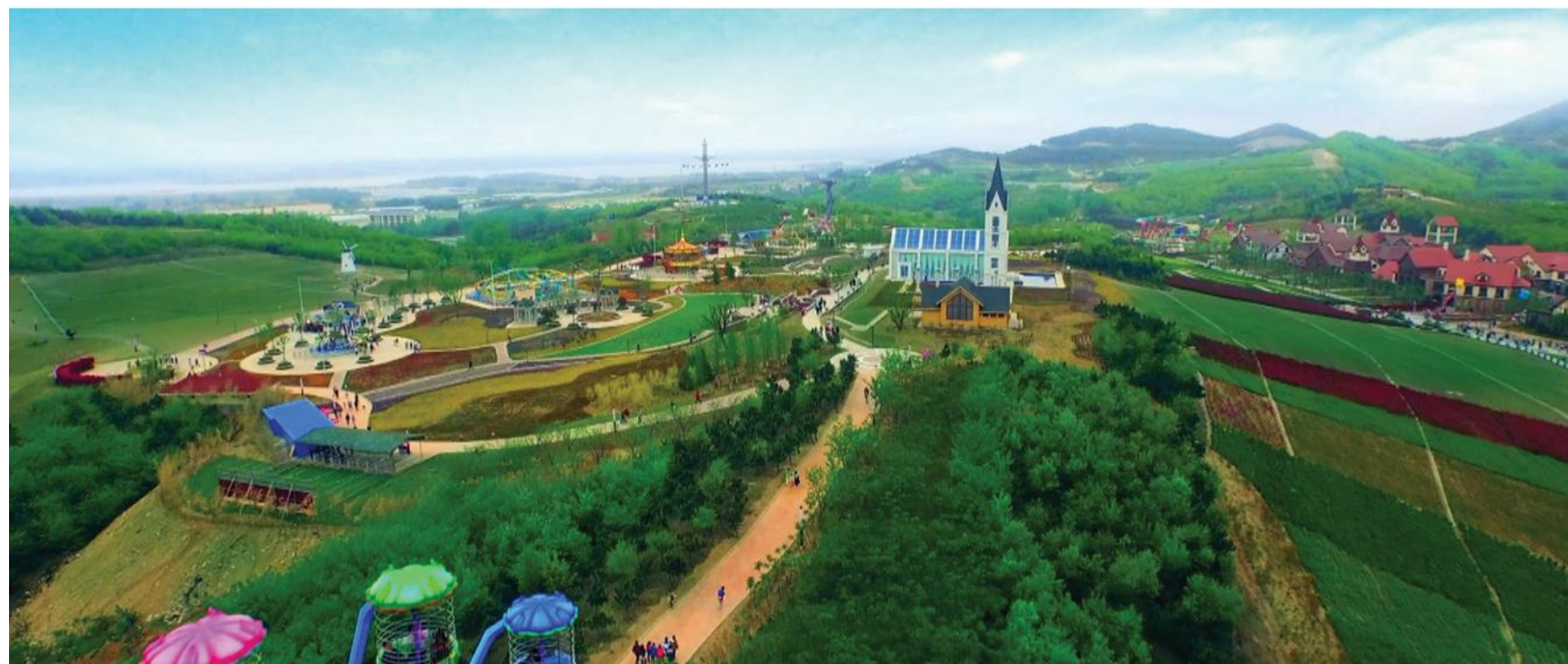
Roof Plan



Site-Plan
1:150



航拍 Overall Aerial Views



从农场到餐桌 Farm To Table



中国有一半人口生活在农村。提高农村地区生活水平是政府的首要目标。中国不能再依靠将大规模人口聚集在中心城市来推动经济增长。因为这不仅会加剧全球变暖，还会造成环境灾难。

藏马山项目的创新之处在于，其规划以及游客居民的体验都以农业为基础。项目设计及布局与农业生产相一致。

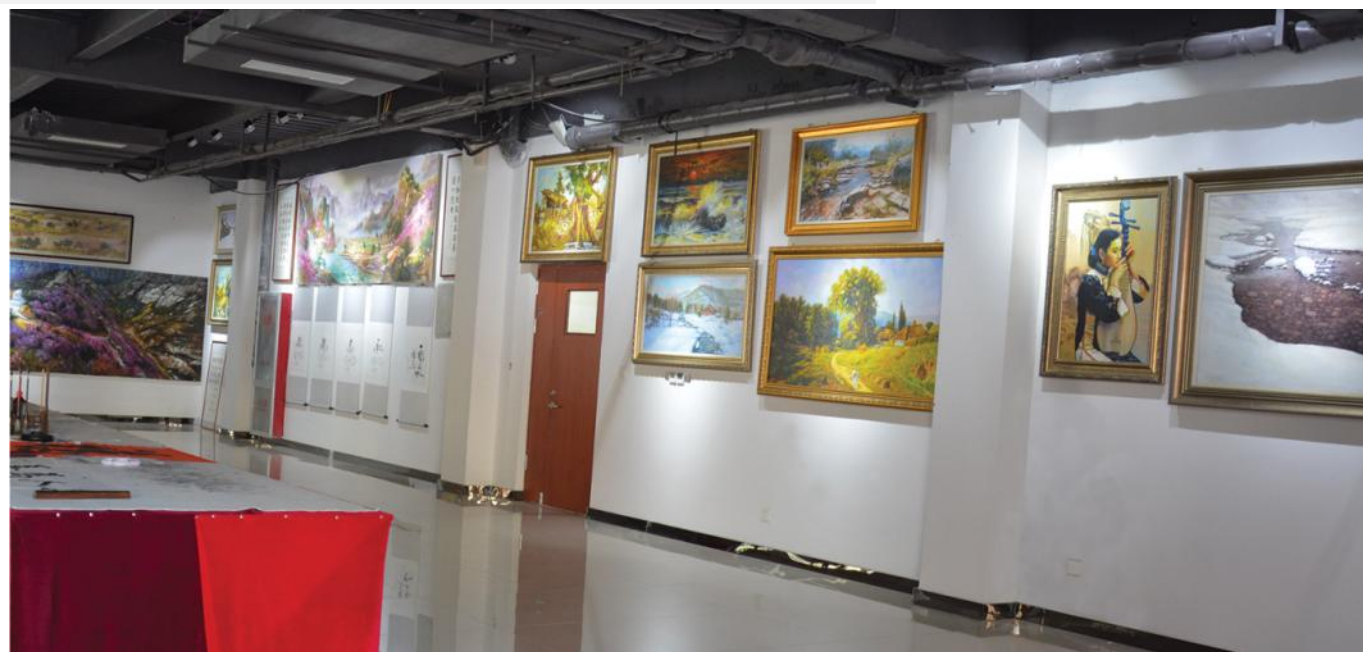
Half of China's population is rural. The government has made it a priority to improve the lives of the rural residents. China can no longer economically grow by continuing to move large numbers of people to urban centers, as it will create an environmental disaster, as it will become a driving force in global warming.

What is innovative about the Cangma project is that agriculture forms the base of the project planning and both the visitor and residents experience. The planning program and site layout was fully integrated into agricultural production.

娱乐与野营 Amusements / Entertainment / Camping



艺术展与4D影院 Art Gallery and 4D Cinema



藏马山农业主题公园 Cangma Agricultural Theme Park



LEGEND



A 公园入口—龙马相遇奇缘

- 1 公园大门 (检票闸口)
- 2 售票与办公
- 3 游客服务中心
- 4 入口停车场
- 5 龙马爱之喷泉
- 6 龙马相望景观柱
- 7 入口广场
- 8 蓝莓小镇集散广场
- 9 蓝色恋人茶室
- 10 爱转角入口零售
- 11 电瓶车游客区

B 薰衣草主题婚庆区——神仙眷侣花园

- 12 水上观景平台
- 13 天堂情侣阶梯
- 14 心形跌水
- 15 水晶之恋工坊及公园服务
- 16 紫色恋曲
- 17 伊人阑珊迷宮
- 18 情侣木屋
- 19 薰衣草精油工场
- 20 聆香亭
- 21 香草集市
- 22 相恋小站
- 23 爱之花环DIY
- 24 情人崖婚礼餐厅
- 25 婚礼周年纪念广场
- 26 爱神雕塑
- 27 婚庆服务别墅
- 28 情侣茶园
- 29 月之教堂
- 30 爱之帆

C 千嬉游乐区——爱之家庭体验

- 31 游乐园入口广场
- 32 龙之穴主题餐饮/商业街
- 33 双层旋转木马
- 34 儿童过山车
- 35 蓝莓转转杯
- 36 花篮式观览车
- 37 千嬉草帽
- 38 漫步云端树屋
- 39 小龙马碰碰车
- 40 儿童织物场地
- 41 仙境自悬式滑车
- 42 旋转迪士高
- 43 自由落体
- 44 旋风链椅
- 45 零售店
- 46 员工餐厅
- 47 快餐店
- 48 景观桥
- 49 双人飞翼悬索
- 50 儿童活动场
- 51 青少年素质拓展
- 52 迷你高尔夫
- 53 魔幻城堡
- 54 龙之翼4D影院
- 55 水云间高端餐厅
- 56 游乐场运营维护建筑

D 四季花海区——隐居自然之藏马传奇

- 57 藏马龙鳞花海
- 58 帐篷餐吧
- 59 金马阁观景塔/飞跃云霄

E 预留拓展区——未来情感花园

F 公园出口——美丽小镇图底

- 60 绿野仙踪大地艺术
- 61 艺术Tree互动设施
- 62 蓝莓艺术体验中心
- 63 博物馆/出口服务
- 64 停车场

G 后勤服务出入口

- 65 服务流线
- 66 运营维护/后勤楼

已建6号线的利用

- a. 环形自行车健身车道
- b. 定向寻宝环路
- c. 跑马环路

藏马山农业主题公园
Cangma Agricultural Tourism District

薰衣草园
Lavender Park



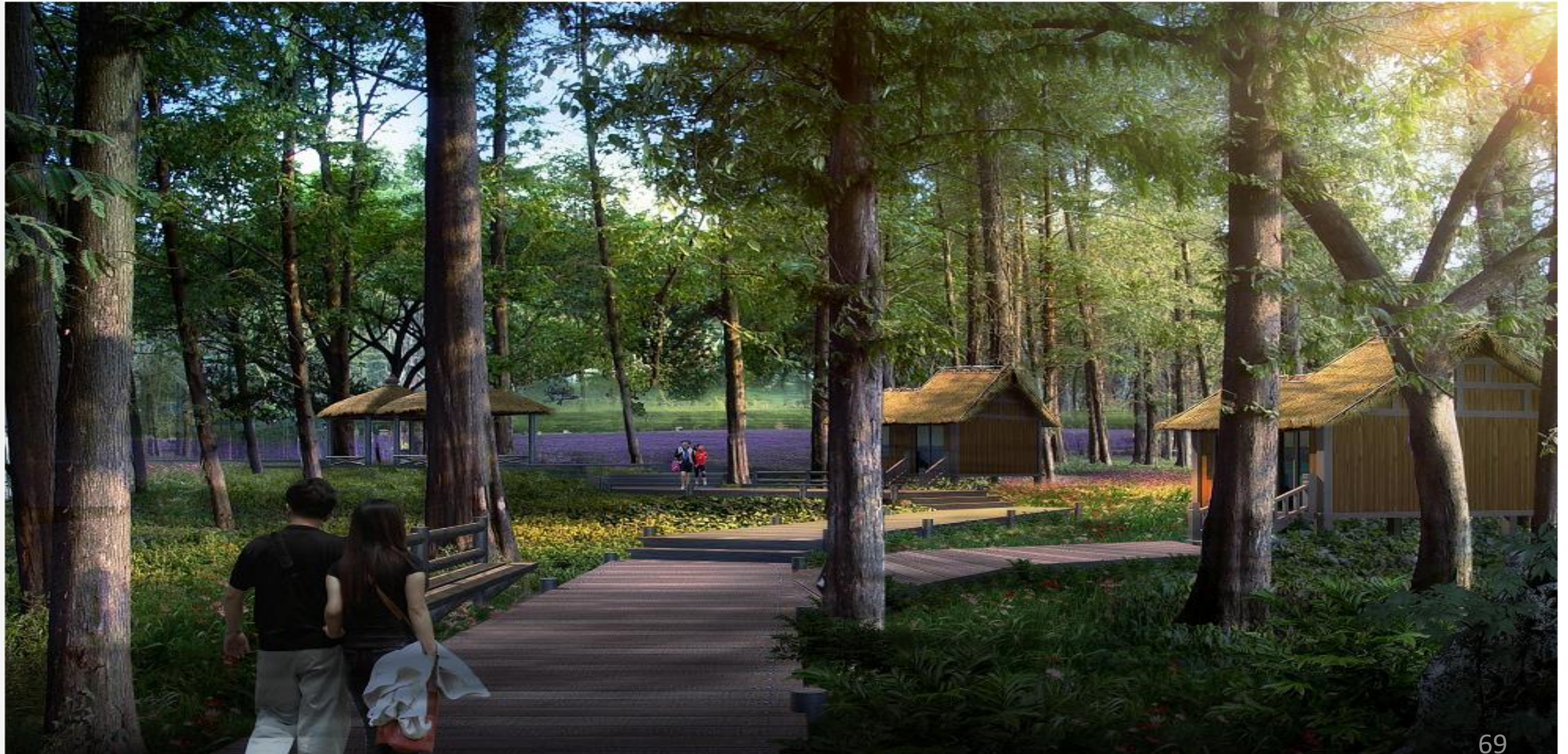
藏马山农业主题公园
Cangma Agricultural Tourism District

薰衣草园—承诺的城堡
Lavender Park-Commitment Castle



藏马山农业主题公园 Cangma Agricultural Tourism District

薰衣草园—森林木屋
Lavender Park-Forest Cabins



藏马山农业主题公园
Cangma Agricultural Tourism District

中国婚礼公园—恋人岩石
Chinese Wedding Park- Lovers ' rock



藏马山农业主题公园 Cangma Agricultural Tourism District

中国婚礼公园—恋人门廊
Chinese Wedding Park- Amour Porch



MCM设计团队

MCM Group Mission and Design Team

MCM Group International

Los Angeles Team Leaders: (left-right) Tina Gu, Senior Designer; Daniel Shirk AIA, Senior Design Architect; Michael Mitchell Founder and CEO



Onsite Design Team: (left-right) Yuan LV; Richard Xie, MCM Group Senior Designer; Michael Mitchell, MCM Group Founder and CEO



中粮集团农业生态谷
COFCO Agro-Ecology Valley

中粮集团农业生态谷 COFCO Agro-Ecology Valley

Culture
+
Agro-tourism

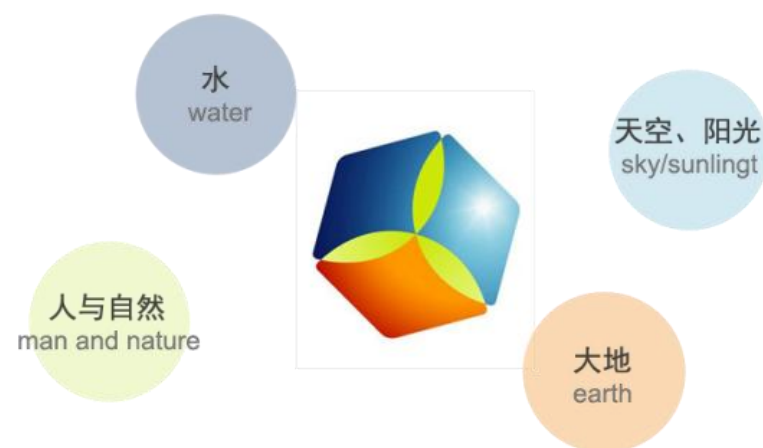
文化
+
农业游

Location: Beijing, China;
Description:

Ecology-oriented and two chains combined are the principle of the project. The Eco Valley has its soul in eco development, representing five goals: healthy life, economical growth, resource efficiency, environmental-friendly, eco and livable. High-end green and organic agriculture area is the most distinct attraction in the project. The Eco valley also establishes restrict standards, reliable reputation, agri/leisure experiences, to-household distribution, and identified

区位: 中国北京
描述:

生态引领、两链结合。其中：生态建设是生态谷之魂，生态谷追求生命健康、经济发展、资源节约、环境友好、生态宜居等五大生态目标；高端绿色有机农业区是生态谷最亮丽风景，同时，生态谷创造严格的标准、可靠的信用、农耕/休闲的体验、直达家门的配送、深入人心的品牌；



中粮集团农业生态谷 COFCO Agro-Ecology Valley

品牌食品工业园是诠释中粮使命、落实全产业链战略的重要载体，生态谷将建立严格的食品安全控制体系，奉献营养、健康的食品，**提升中粮品牌价值**；配套生活服务区是人与自然和谐相处的美好家园，生态谷将创造优美的生态环境，致力于提高生活的品质，提升生命的价值，享受生命带来的快乐；生态谷还将通过消费者体验，展示“**营养健康的食品、自然生态的环境、优雅高品质的生活方式**”理念，彰显中粮集团及生态谷魅力。

Branded food industry park will represent COFCO's mission and complete industrial chain. The Eco valley will establish restrictive food security control system to supply healthy food and to **strengthen the COFCO brand**. Its associated facilities to life will create a good home idea of a harmonious integration of human beings and the nature. The Eco Valley will create good eco environment, endeavoring to improve life quality and live values for celebrating happiness of life. Through visitor experiences, Eco Valley will interpret the group principles of “**healthy and nutritious food, natural and eco environment, and elegant and high-quality lifestyle**”, displaying the glamour of the Eco Valley and COFCO group.



中粮集团农业生态谷 COFCO Agro-Ecology Valley

现状分析图 Current Situation of the Site

为了更好的体现生态环保自然的理念，本设计基于尊重现有土地性质,最大限度地保留现有林地，做到少砍伐，不砍伐。营造自然生态的景观环境。

Site Location : Beijing Fangshan
Site area : 17200 mu (启动区2400 亩)



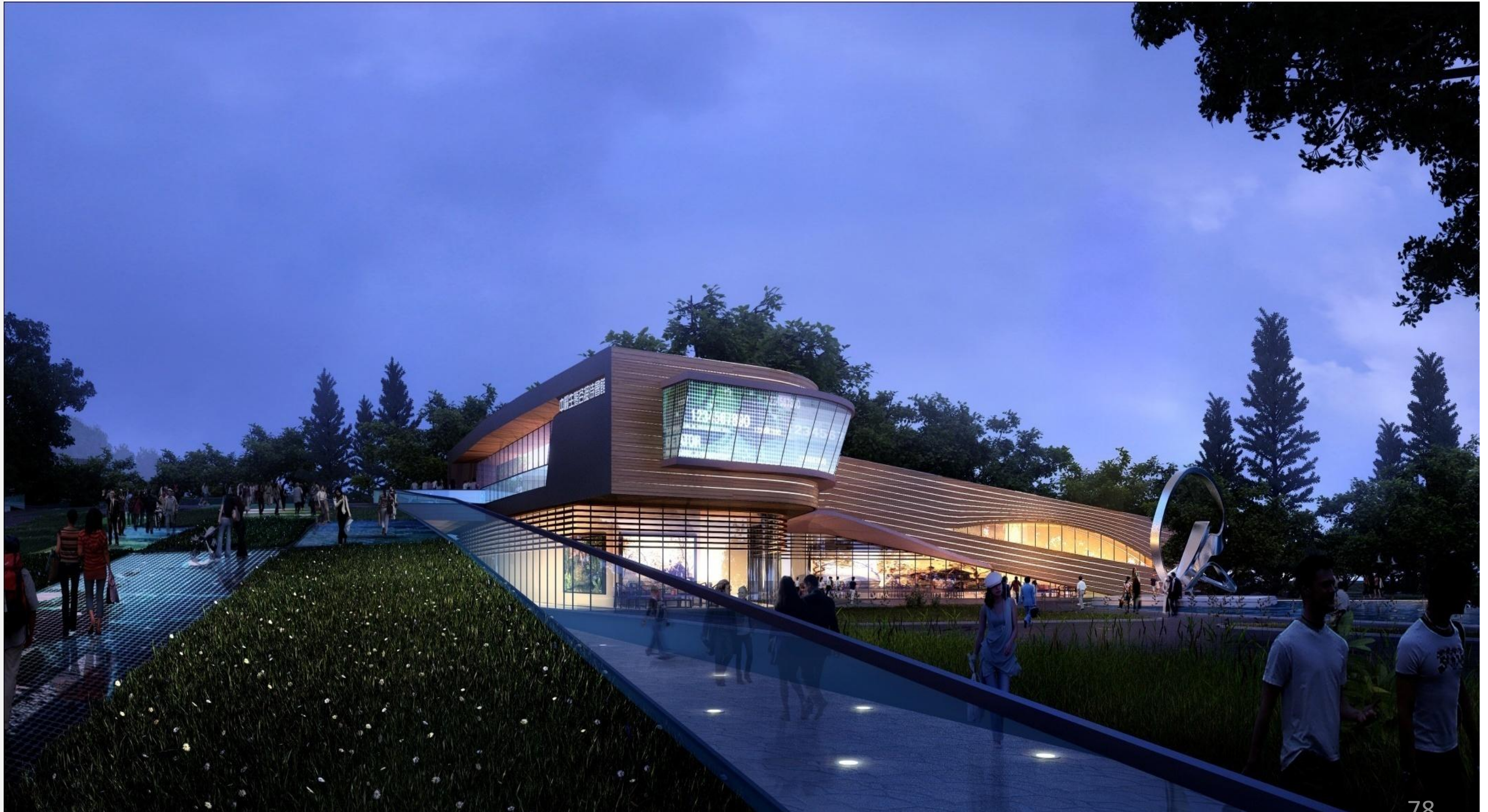
中粮集团农业生态谷
COFCO Agro-Ecology Valley

Entrance



中粮集团农业生态谷
COFCO Agro-Ecology Valley

Tourist Center



中粮集团农业生态谷
COFCO Agro-Ecology Valley

Museum



中粮集团农业生态谷
COFCO Agro-Ecology Valley

Hotel



中粮集团农业生态谷
COFCO Agro-Ecology Valley

Hotel



萌番姬农业主题公园
Tomato Girl Agriculture Theme Park

Project Context

项目背景

位于重庆市中心“半小时经济圈”内，交通可达性良好，具有发展近郊休闲旅游的良好条件。

Good traffic condition is an advantage of this project. It takes half an hour driving to get there from Chongqing. And 15 minutes from the airport.

项目地到周边

宏观

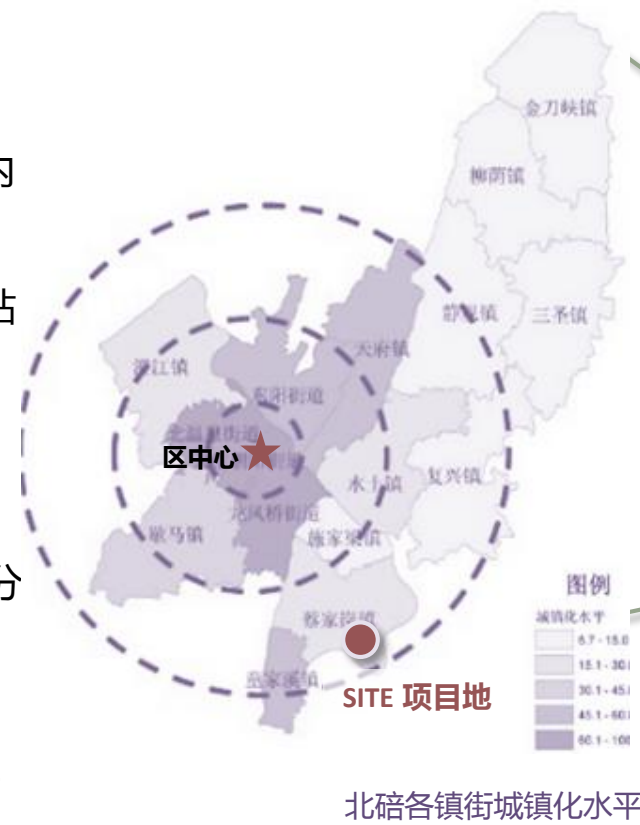
重庆市中心闹市区半小时以内车程
 距离重庆江北机场，重庆北站15分钟车程
 轻轨6号线从组团中穿过

中观

项目地距离北碚区中心约20分钟车程

微观

临近轻轨6号线曹家湾地铁站5.3公里



Site Analysis

场地现状分析

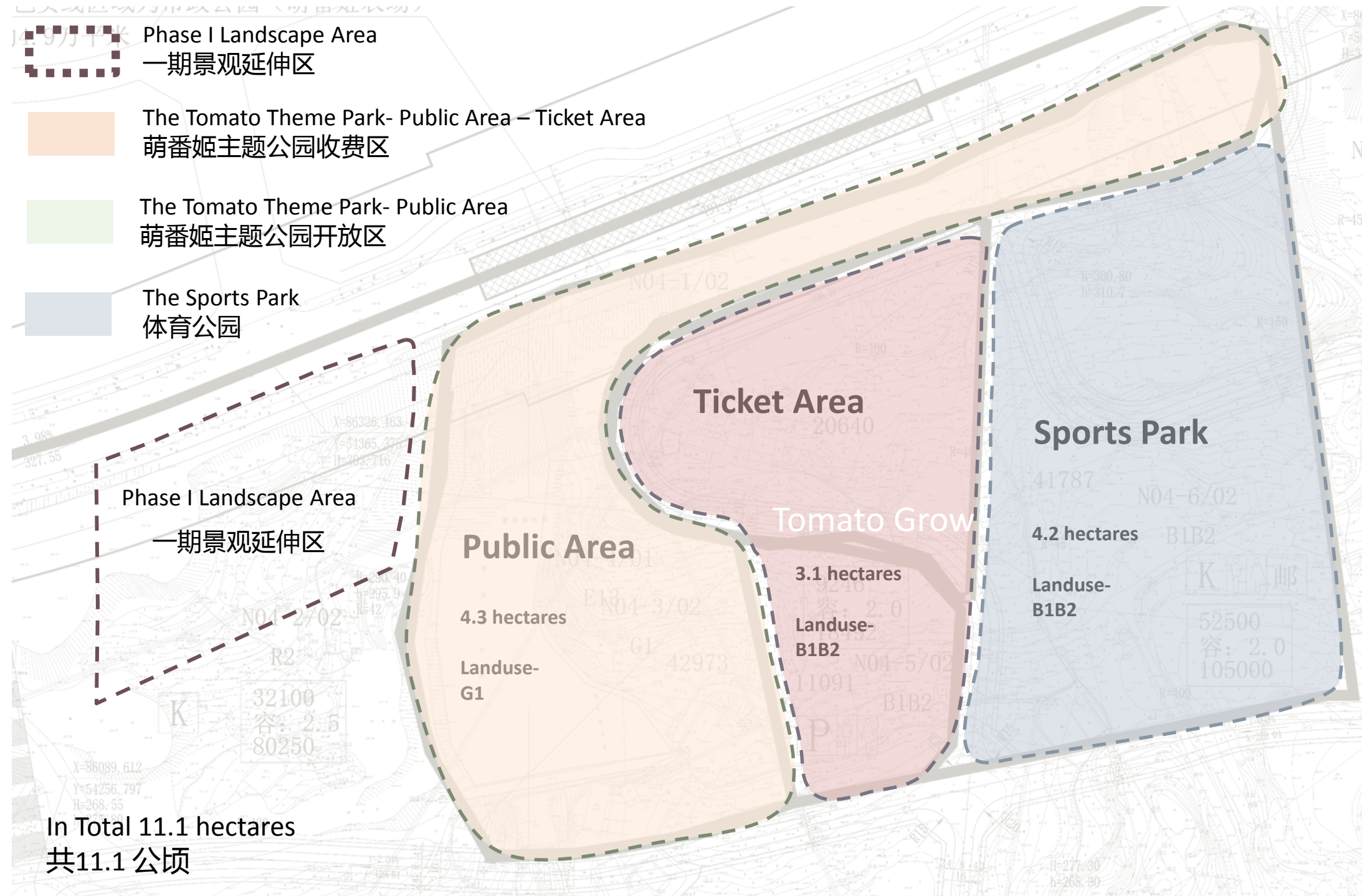
场地红线及周边分区图

Redline

A. Green areas landuse is municipal green land, any planning are requires government approval, it should meets residents public needs .
 B . Orange area is tomato girl theme park ticket area, all activities and facilities need unified management.
 C. The blue location is sports park area. Among them, the green parts will be kept forever, orange and blue zone will tear down eight years later.

A.图中所示绿色区域为市政绿地用地性质，需政府审批，公共性有一定要求。
 B.橙色区域为萌番姬主题公园售票区，园内所有活动和设施统一管理运营。
 C.蓝色区位体育公园区域。

其中，绿色部分为永久保留部分，橙色和蓝色区域为8年后需要拆除区域。



Project Positioning
项目定位

Chongqing's most experiential
Family Leisure Spot and Training Base for Children.

Themed scenarios, mature branding and product line, hi tech supported

Farming

Education

Tourism

Family Activities

Entertainment

Project Positioning
项目定位

打造重庆市最具体验性的 家庭休闲乐园，儿童课外拓展基地

拥有专属IP和主题场景，多年的企业品牌及产品支撑；专业的高校技术支持

农耕
体验

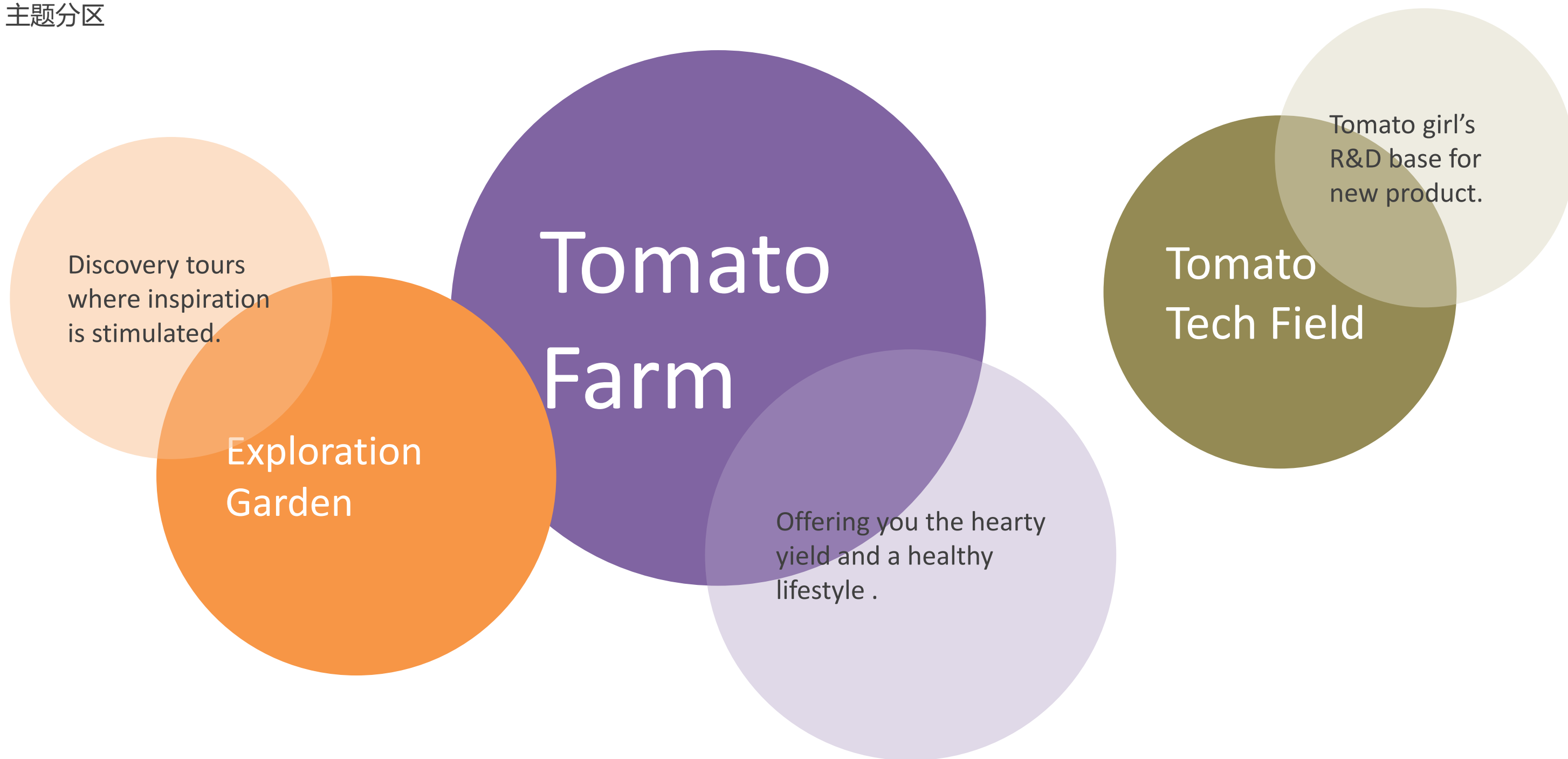
科普
展览

娱乐
观光

亲子
互动

游乐
畅玩

Theme Zone
主题分区



Theme Zone
主题分区

萌番姬通过游学，
探索和发现新的
知识。这里是灵
感的发源地。

探索乐园

番茄农场

“用最善良的心，做
最美味，最健康的果
蔬产品，给人们享用”
番茄家园

番茄
试验田

这里是萌番姬
新产品的孵化
基地

Character Design

主题人物设定



萌番姬

5岁

是来自山东单县（番茄的发源地）

她是一个勤劳的可爱姑娘，她的农场经营着最美味的番茄和各种番茄加工产品。

她喜欢四处游学，找到新的灵感，研发新的番茄产品。

番番（番茄精灵）

活的番茄。能塞在兜里，顶在头上。会根据情绪变成各种番茄的颜色。

萌番姬无论到哪都会带着她。他们是形影不离的小伙伴。

Tomato girl

5 yrs. Old

Born in Shanxian County, Shandong

Who is a lovely hardworking girl,
Whose farm has the most tasty tomato product,
Who likes to travel around to be inspired to
make even tastier tomato product.

Fanfan the live tomato

Live tomato one can put into the pocket or even
on the head,
Who has the emotional power to changes its
color,
Whom tomato girl isn't traveling anywhere
without,
Cause they are super good friends.





| 编号 | 产品名称 |
|-----------------------------|------------------------------|
| A Entrance Plaza | |
| 1 | Tomato Farm Entrance |
| 2 | Ticket & Service |
| 3 | Farm Market |
| B Tomato Farm | |
| 4 | Tomato Classes |
| 5 | Tomato Workshop |
| 6 | Outdoor Class |
| 7 | Music Lawn |
| 8 | U pick |
| C Exploration Garden | |
| 9 | Elf Valley |
| 10 | Agricultural Research Center |
| 11 | Spider Web Climbing Area |
| 12 | Tunnel Exploration |
| 13 | Maze |
| B2 Tomato Text Field | |
| 14 | Tomato Text Field |
| 15 | Dream Leb |
| 16 | Colorful Forest |
| 17 | Woodland |

| 编号 | 产品名称 |
|----------------------|----------------------|
| E Public Park | |
| a | Main Entrance |
| b | Guest Service Center |
| c | Parking |
| d | Water Square |
| e | Restroom |
| f | wooden trestle |
| g | Walkway |
| h | Kids Play area |



| 编号 | 产品名称 |
|-------------------|--------|
| A 萌番姬乐园入口区 | |
| 1 | 乐园入口 |
| 2 | 乐园游客中心 |
| 3 | 农夫集市 |
| B 番茄农场 | |
| 4 | 番茄课堂 |
| 5 | 番茄工坊 |
| 6 | 户外体验课堂 |
| 7 | 音乐草坪 |
| 8 | 采摘园 |
| C 户外冒险区 | |
| 9 | 精灵山谷 |
| 10 | 农业研学馆 |
| 11 | 蛛网攀爬 |
| 12 | 洞穴穿梭 |
| 13 | 草垛迷宫 |
| B2 番茄试验田 | |
| 14 | 萌番姬试验田 |
| 15 | 梦境实验室 |
| 16 | 幻彩森林 |
| 17 | 休闲树林 |

| 编号 | 产品名称 |
|---------------|--------|
| E 市政公园 | |
| a | 主入口 |
| b | 游客服务中心 |
| c | 停车场 |
| d | 滨水广场 |
| e | 公共卫生间 |
| f | 木栈道 |
| g | 休闲步道 |
| h | 儿童游乐区 |



Entrance Plaza 入口区域



梯田景观
Thematic
Sculpture

主题番茄景观
Paving

花池
Flower beds

入口台阶景观
Flower beds





Entrance Plaza
入口区域



Commercial Street

Landscape Plan
景观平面图



户外厨房 Cookhouse

花架 Pegola

推车 Barrow

DIY种植 DIY Planting

阶梯草坪 Ladder of Lawn

音乐舞台 Stage Music

雾光森林 Fog Forest

采摘入口 Picking Entrance

景观墙 Landscape Wall

采摘课堂 Picking Classroom

动物乐园 Animal Park

互动屏幕 Interactive Screen

零售车 Retail Car

采摘园 Picking Garden



说明文字

番茄农场的第二个平台，设置有户外厨房和DIY种植，让儿童和大人有共同合作的动手环境。
第三个平台，设置有户外舞台、音乐草坪及雾光森林，使白天和夜晚都能提供给游客充分的游乐环境。
第四个平台，设置有动物乐园、互动屏幕及采摘乐园，让孩子们沉浸在农业的乐趣之中。



Tomato Farm

Landscape Plan

景观平面图



精灵迷宫
Maze

丛林穿梭
Tunnel Exploration

主题雕塑
Thematic Sculpture

花池
Flower beds

蛛网攀爬
Spider Web Climbing



说明文字

稻草迷宫的墙壁全部是有稻草组成，立体概念打造，增加了孩子们的乐趣。探洞是一种独特的成长体验，更是一场集锻炼、冒险、游览、学习于一身的勇者试炼。攀岩城堡不仅有适合儿童的攀岩设施，也有适合成年人的攀岩设施，可以锻炼游客们的胆量和勇气。

The wall of the maze is made by dry straw which brings interests for children.

Cave adventure is a unique experience for children. It is so interesting for children to experience the underground world. The climbing castle includes not only children programs but also adults climbing facilities.

Exploration Garden 户外冒险区



Landscape Plan
景观平面图



彩色森林
Colorful
Forest

绿植墙
Green Wall

售卖亭
VR Store

眺望塔
Observation
Deck

梦境实验室
Dreamland

园内主路
Main Road in
the park



说明文字

未来农业体验区含梦境实验室及零售，绿植墙，彩色森林以及高科技农业体验区。可以让孩子们在此体验未来科技与农业的乐趣。

The Future Farmland contains Dreamland, retails, Observation Deck, High-tech Planting Experience Plaza, Colorful Forest and Green Wall. All of these are aiming to provide the best experience for children to experience the fun of agriculture with high-tech.

Landscape Plan
景观平面图



梦幻种植体验区
High-tech Planting
Experience

务农广场
Plaza

彩色森林
Colorful Forest

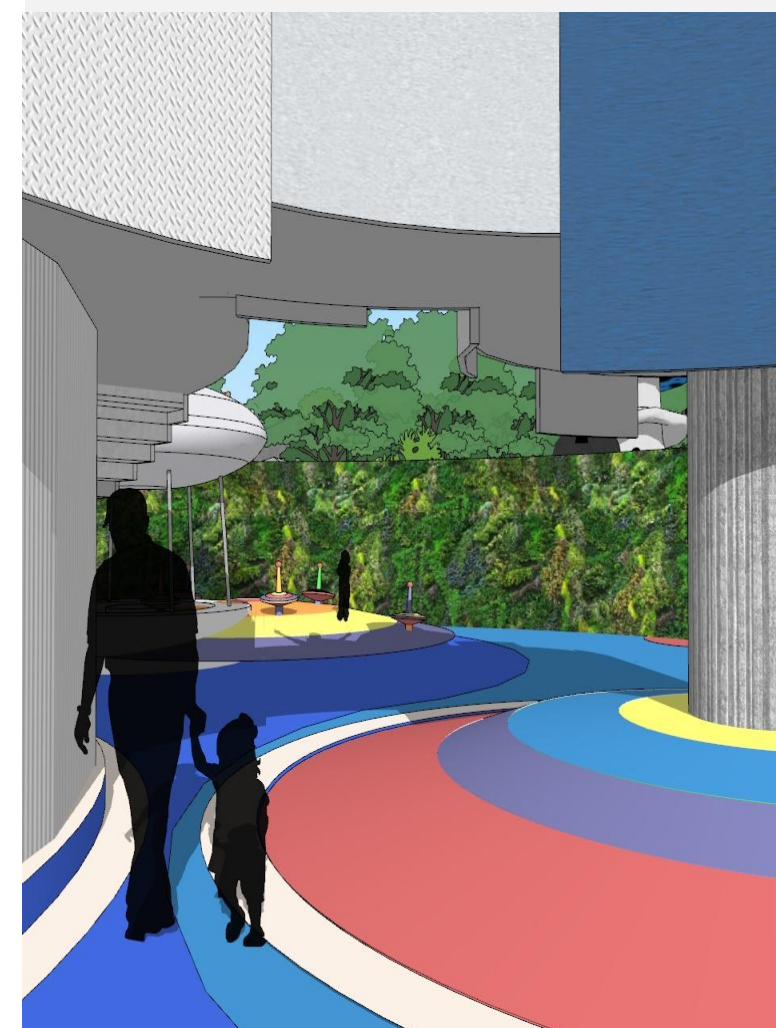
楼梯
Stairs

说明文字

梦幻种植体验区和务农广场体验农耕，同时也增强了家长与孩子们的亲子体验。

Parents could take their children to the plaza and High-tech Planting Area to experience agriculture.

Interior Intent of laboratory
梦境实验室意向图-农业数字互动体验馆



Interior Intent of laboratory
梦境实验室意向图



加拿大克劳斯莓果农场酒庄
KRAUSE BERRY FARMS & ESTATE WINERY

KRAUSE BERRY FARMS & ESTATE WINERY 加拿大克劳斯莓果农场酒庄

A WORKING DESTINATION FARM SINCE 1974

Located in Langley, British Columbia, Canada

300,000 Annual Visitors

Site Area: 1400 mu

Experience U-Pick Berry Fields, 100 Branded Products, Market, Bakery, Estate Winery, Restaurants, Farm Rides & Attractions, Petting Farm, Cooking School, Fresh Farm Delivery Boxes, Nature Art Classes, School Tours, Corporate Events, Festival, Birthday Parties and much more

运作式农庄景点，始于1974年

项目位于加拿大不列颠哥伦比亚省兰利市

每年300000游客量

占地1400亩

莓果采摘，百种品牌产品，集市，烘焙，酒庄，餐厅，农场乘骑，宠物农场，烹饪学校，鲜果蔬速递，自然艺术课堂，学校公司等团体参观，节日生日派对等。



Places to eat

Graze your way through our Bakery, pick up 'must have' essentials from the Market, and enjoy a farm fresh cheese board, roasted corn pizza, or our famous hot waffle bar. Full menus under places to eat.

美食

各种烘焙吃一路，集市全是“来必享”。鲜农芝士拼盘，香烤玉米披萨，还有著名的热华夫棒，无尽美食任您大快朵颐。



Pick/Fresh Berries

Read about the upick fields we offer, and the types of berries we grow. Our berry season has ended for this year, but we offer frozen IQF berries in the freezer section in the Market year round

先摘莓果

莓果园中各种莓果任您采摘。虽然今年的莓果季已经结束，但是市场冷链区冰鲜莓果全年供应。



Wolfgang at The Farmer's Table Cooking School

Join Master Chef Wolfgang at The Farmer's Table Cooking School.
Passion, Inspiration & Fun

沃主厨农桌讲堂

快来加入沃尔夫冈主厨的农桌烹饪讲堂吧！
激情，创意又风趣！



Classes

Krause Berry Farms is excited to welcome local artists to the farm for evening classes filled with laughter, learning, and of course, wine!

课堂

克劳斯莓果农场邀请当地的艺术师们开设晚间课堂，充满课堂的不止有笑声、知识，更有美酒醇香！



Market

A visit to our Market will delight your senses!

Tis the season...and the Market is now a Winter Wonderland full of gift ideas, pantry items and decor for the inside and out.

集市

快来我们的集市，享受感官盛宴吧！此刻的集市是冬日乐园，从内到外充满了礼物与各色装饰。



Fresh farm box

Enjoy 6 months (June 15 – Nov 25) of seasonal farm fresh berries + veggies. Boxes change each week with the season

农鲜速递

6月15日至11月25日，时令农鲜果蔬享不停。每周开箱都有不同惊喜。



The estate winery

Saddle up in our family friendly Estate Winery, sample our award winning berry wines

酒庄

踏进我们的家庭酒庄，品尝屡获殊荣的莓果酒。



Bakery

Our beautifully stocked Market opens Mid May and runs right through till Christmas.

烘焙

五月中旬，赶集啦！琳琅商品让您买买买到圣诞。



KRAUSE 克劳斯农场游乐项目
BERRY FARMS & ESTATE WINERY Krause Farm Play Attractions





Narrated tractor train rides at Krause Berry Farms are on weekends only.

Tickets are purchased from the driver, located outside of the Fresh Family Fun Field entrance.

Cost: \$2.00 per person (cash only)

Rides go every 20-30 minutes, leaving from outside the Fresh Family Fun Field, through the berry fields.

克劳斯莓果农场仅在周末开放拖拉机驾驶培训。

门票可以从新鲜家庭娱乐区入口的驾驶员处购买。

价格：每人2美元（仅收现金）

没20-30分钟驾驶一班，从新鲜家庭娱乐区出发，穿过莓果园。



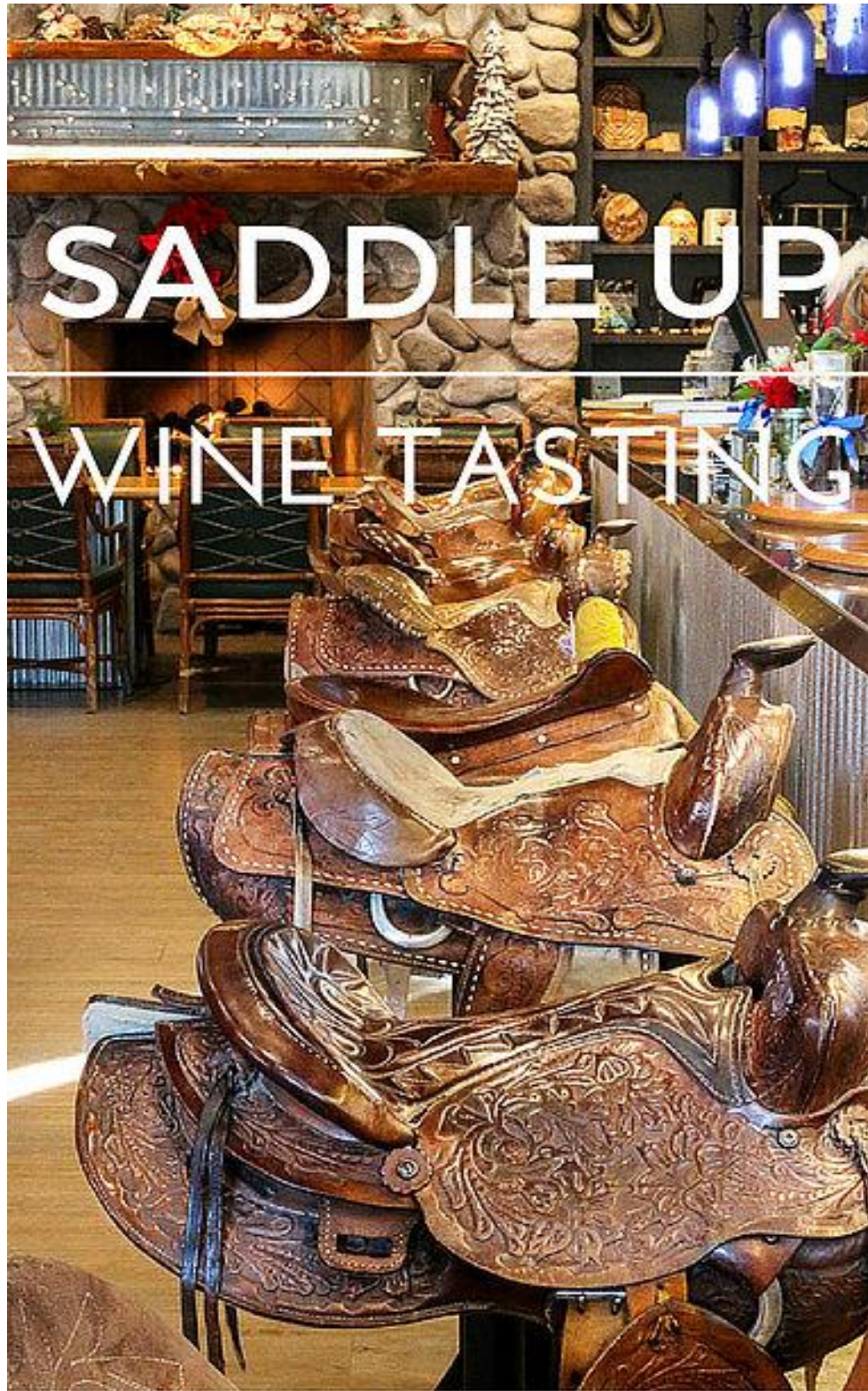


The Market...

A visit to our Market will delight all your senses! Open May right through to Christmas, the Market is stocked with hand selected country themed gifts, decor items, and our own line of jams, jellies, preserves. We make our products on site in our Farmhouse Harvest Kitchen, using fruits and vegetables grown right here on the farm. **Currently we produce over 100 products from what we grow.**

集市

我们的集市将带给您全感官的盛宴！从5月开集直到圣诞，满仓手选乡村主题礼物，小装饰品以及我们的果酱、果冻和罐头。我们的产品都是在农场丰收厨房制作的，原料全部来自农场自种的果蔬。**目前有超过100种产品。**



Become a Wine Club Member

Enjoy award winning wines in a gorgeous setting that reflects the golden days of the West. Feast on farm fresh foods such as our roasted corn pizza, garden chili, and farm bread with local cheese boards, while listening to live music on the weekends. Create long lasting memories with loved ones, as you enjoy our amazing wines & food in a warm atmosphere.

Trail Boss Membership \$50.00 per year.



加入美酒俱乐部

周末时，坐在西方黄金时代的环境里品尝获奖的美酒，畅享烤玉米披萨、花园辣椒还有特产起司面包等农家美味，听着现场演奏的美妙音乐，在温暖的氛围中和所爱之人一起创造回忆。

会员价每年50美元

 **学校团体游**
School Group Tours

We host all school tours from Wednesday to Friday. Fall tours include a narrated tractor ride to the pumpkin u-pick field where guests may select a small to medium sized pumpkin. Visit the educational Fresh Family Fun Field with a cookie & juice.

Cost:\$10.00 per person

每周三至周五，我们对学校团体开放。从拖拉机驾驶教程到南瓜采摘田，各种活动应有尽有。快来新鲜家庭娱乐区游玩吧。
价格：每人10美元。



Internal Operations

- Creating a Business Plan
 - Financial Planning
 - Mission Statement
 - Operational Planning
 - Operational Management
- Administration Skills
 - Hiring/ Staffing
- Personal Management/HR
- Training
- Delegating
- Inventory
- SOP (Standard Operating Procedures)
- Bookkeeping

Marketing & Retail

- Branding
- Add value products
- Advertising
- Display
- Product Ordering
- Sales
- SOP (Standard Operating Procedures) Documents

Event Planning

- Weddings, family, corporate, government, dignitaries
- SOP (Standard Operating Procedures) Documents
- Intake Information
- Dialogue with clients & understanding needs and expectations
- Delivering exactly what client requested
- Requisitioning areas and staff to meet specific requirements and deadlines



内部运营

- 制作业务计划
 - 财务规划
 - 目标规划
 - 运营计划
 - 运营管理
- 监管技巧
 - 雇佣/人事
- 员工管理/人力资源
- 培训
- 授权
- 库存
- 标准化运营程序
- 记账

市场与零售

- 品牌
- 价值附加产品
- 广告
- 展示
- 订购
- 销售
- 标准化运营程序文件

活动策划

- 婚礼、家庭、企业、政府、政要
- 标准化运营程序文件
- 内在信息分析
- 客户沟通及理解客户需求和预期
- 为客户提供精准服务
- 场地和人员准备以满足客户需求和时间安排

MCM GROUP



谢谢！

Thank you!