

Economic Development Initiatives

- Food System Entrepreneurship
 - Outreach, Marketing & Business Support for Minority Entrepreneurs at FEED Kitchens
 - City of Madison MarketReady Program & Business Roadmap Development
 - Edible Startup Summit 2017
- Economic Empowerment Wisconsin
- Cross Plains Market Analysis



Outreach, Marketing & Business Support for Minority Entrepreneurs at FEED Kitchens

(10/2015 – 10/2017)

- 1) Increase outreach activities to inform potential users about the FEED Kitchens.
- 2) Develop audience specific marketing materials to reach a diversity of user groups.
- 3) Orientation and start-up support for new FEED kitchen users
- 4) Technical assistance and business support
- 5) Product development

<http://feedkitchens.org/>



Outreach, Marketing & Business Support for Minority Entrepreneurs at FEED Kitchens

- 1) Outreach activities:
 - ✓ Meetings with organizational representatives
 - ✓ Public presentations and tabling
 - ✓ Information sessions at FEED
- 2) Develop audience specific marketing materials to reach a diversity of user groups.
 - ✓ Brochures and fact sheets in English & Spanish
 - ✓ Orientation videos in English, Hmong, Spanish
 - ✓ Web-site update
 - ✓ Branding
- 3) Orientation and start-up support for new FEED kitchen users
 - ✓ From 10/2015- 3/2017, 40 new businesses received start-up support
 - ✓ There were 63 people associated with these businesses; 40 of whom are people of color and/or Latino
 - ✓ There are upwards of 80 businesses that have used/are using FEED Kitchens, in addition to ~ 20 community groups and intermittent users



Outreach, Marketing & Business Support for Minority Entrepreneurs at FEED Kitchens

- 4) Technical assistance and business support
 - ✓ Kitchen Manager provides technical assistance to all businesses
 - ✓ Referral to courses and mentoring
 - ✓ City of Madison MarketReady Program
- 5) Product development
 - ✓ Original idea was for various FEED processors to process on behalf of farmers; change in state law ties recipe approval to the specific producer
 - ✓ Healthy Food for All has processed strawberries, raspberries, peaches, corn, squash, tomatoes, other vegetable crops
 - ✓ Four Lakes Processing Coop is a new venture for processing farmer excess crop and job training



City of Madison MarketReady Program

(1/2017 – 12/2019)



- 1) FEED Kitchens responsible for program management, outreach/recruitment of vendors, selection of program participants, mentoring, technical assistance
- 2) Collaborative partnership of FEED/NPC, City of Madison/Public Market, WWBIC, and Dane County UW-Extension
- 3) Dane County UW-Extension's role: proposal development, advisory committee, Roadmap development

<https://marketreadymadison.org/>



City of Madison
MarketReady Program

Services offered by the MarketReady program

- One-on-one business consulting services
- Invitations to peer networking events
- Referrals to other educational and financial services
- Monthly mentorship meetings with a business coach
- Additional technical assistance
- Access to micro-grants



<https://marketreadymadison.org/>



Roadmap for Food Business Entrepreneurs

Steps to launching a new food business

- 1) Self Assessment: Becoming an Entrepreneur
- 2) Developing your Business Idea
- 3) Committing to the Business
- 4) Essentials for Starting your Business
- 5) Product Development
- 6) Market Testing
- 7) Licensing

Site to be launched in October at:
Startafoodbiz.org



Roadmap for Food Business Entrepreneurs

Steps to launching a new food business

- 8) Branding and Promotion
- 9) Marketing and Distribution
- 10) Packaging and Labeling
- 11) Pricing your Product
- 12) Record Keeping and Cash Management
- 13) Taxes and Finances
- 14) Growth

Roadmap

<https://app.luminpdf.com/viewer/zMqZ7DRes7ShTpvQa>

https://docs.google.com/spreadsheets/d/1otLbkKSBaB8AJoc_YmLLL2ND1jcO_u9HoCcxvrj44MSA/edit#gid=1737694151

Product Development					
	Local, State & Natl. Resources	Classes Available	Links	Books and/or Reference Materials	Notes
Learn the Food Safety & Licensing Rules	UW-Madison Department of Food Science WWBSC	Step to Start a Food Based Business	http://foodsystems.wisc.edu/Business_FoodSafety/Class.asp http://www.wisc.edu/~classes/food123/	Acified Food manufacturer checklist	
	UW-Extension & DATCP		http://www.extension.wisc.edu/USFOODFOODProcessingGuidePDF.htm	Wisconsin Food Processing Guide	The guide presents a comprehensive array of topics that must be considered by the food entrepreneur.
	US Food & Drug Administration		http://www.fda.gov/oc/food-safety/food-safety-guidance-references.html	Guidance reference sheets for the industry	Search for the information most related to your business
Recipe Approval	UW-Madison Department of Food Science	Acified Canned Foods Cans	http://foodsystems.wisc.edu/food_acidified_food_recipe.html		
	DATCP Licensing		datcplicensing@wisc.edu	Acified Food licensing package	Talk to the State licensing agent first to determine what kind of licensing you will require. DATCP issues all licenses for manufacture of acidified canned fruits, meat products, and other processed food items.
	DATCP Division of Food Safety		https://system.wisc.edu/Document/Menu/Products/Menu/Products.asp		Meat products have special processing and labeling requirements
	DATCP Division of Food Safety		https://foodsystems.wisc.edu/USFOODFOODProcessingGuidePDF.htm	Wisconsin Food Safety Regulations for Small Food Processing Facilities and Farmers Market Vendors	

Edible Startup Summit, 2017



<http://www.ediblestartup.com/>



Edible Startup Summit Details

- Year 3 for the DATCP/Extension collaboration
- Two days, Nov. 17-18; American Family Training Center
- Anticipated participation: 60 people including MarketReady participants



Scenes from Edible Startup Summit, 2016



Lecture & Workshop Topics

- Trends in the food sector
- Business and financial planning
- Branding
- Marketing
- Entrepreneur panel "Getting Started: product development, business planning, and marketing"
- Entrepreneur panel "Scaling up: distribution, social media & business sustainability."

Lightning Workshop Topics

- Business incorporation
- Licensing
- Food safety
- Social media
- Payment options
- Working with retailers
- Working with distributors
- Financing your enterprise

Economic Empowerment Wisconsin

- Backbone Organization – Opportunity, Inc. (Eric Upchurch)
- Broad coalition of support organizations addressing inequity in business ownership in Madison & Dane County
- Needs-based approach
- Identifying the barriers to entrepreneurship for individuals (child-care, equity capital, training, overcoming bad credit score or outstanding debt)



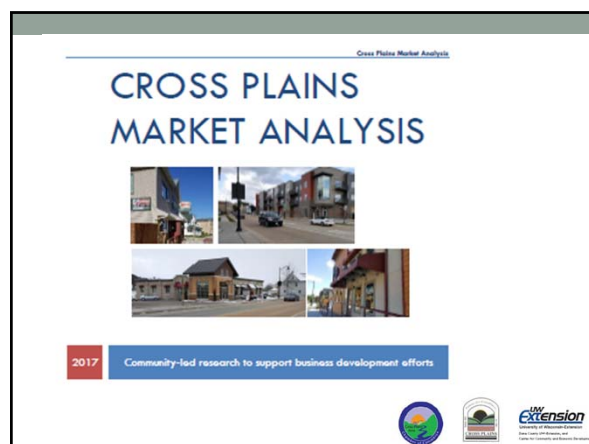
<https://www.economicempowermentwi.org/>

Economic Empowerment Wisconsin

- Current focus: developing an organizational structure for outreach, intake, connecting entrepreneurs to resources, and building investor capacity
- Goal: improving the prospects for entrepreneurs of color through provision of technical support, mentoring, and grants/loans
- Participating Organizations: Urban League, Commonwealth Development, Doyenne Group, Madison Downtown Inc., WWBIC, City of Madison, and many more
- Role for Dane County UW-Extension: Organizational support; organizational development mentoring

Market Analysis, Cross Plains

- Cross Plains Area Chamber of Commerce, UW-Center for Community Economic Development, Dane County UW-Extension
- Project Dates:
 - Study Committee Research: Sept. 2016 – July, 2017
 - Chamber review of the analysis: August, 2017
 - Chamber presentation of the plan and recommendations: September, 2017
- Components of the Study:
 - Trade area market characteristics
 - Analysis of retail & restaurant demand and supply
 - Surveys: Residents, Businesses, Recreational visitors
 - Peer community visits
 - Recommendations of the study group



Purpose: collect & interpret information useful in economic development efforts

- identifying retail, restaurant and service business market opportunities
- strengthening existing businesses
- attracting new businesses that meet the community needs
- improving resident and visitor experiences;
- improving the physical environment; and
- developing community marketing & branding initiatives

Summary

- The work described emphasizes entrepreneurship over business recruitment.
- Whereas food entrepreneurship is a growing sector, it is by no means the biggest or only opportunity sector, but lessons learned in this sector are transferable.
- Public support of economic development efforts is crucial.
- Focus on equity of opportunity is necessary in order to redistribute assets and address historic and entrenched inequities.

Questions

- How does this work fit with County economic development efforts and priorities?
- In what other ways can Extension support and enhance County economic development?