

Agriculture Business Training and Development Initiative

Delaware State University of Dover, DE received \$58,185 to develop an educational training and networking program for new farmers and farmers market vendors. Funds were used to put on a series of workshops on business development and market growth management.

Final Report

FARMER MARKET PROMOTION PROGRAM

Semi-Annual Grant Report

July 14, 2010

Submitted to: 2008 FMMP Grant Team
Marketing Services Division
USDA-AMS-Marketing Services Division
1400 Independence Ave, Rom 2646 So.
Washington, DC 20250-0269

Submitted by: Delaware State University
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FMPP SUMMARY REPORT (10/1/09-3/31/10)

The Delaware Center for Enterprise Development (DCED) continues to provide Delaware and surrounding area farmers more opportunities, knowledge and resources to assist them in becoming successful entrepreneurs. DCED has marketed its' services to farmers throughout the state with a recent focus on the Sussex County area. This county has the largest farm area in the state. DCED's concentrated efforts are to assist Hispanic farmers and help them understand the business of farming. This strong effort is being done through partnerships with Ms. Maria Mendoza, who is an efficient translator and advocate for the progress of the Hispanic Community, Ms. Lynn Betts who is the local advocate for small farms, and Mr. Figueroa, who provides an appropriate community meeting location for Hispanic families to be trained. Mr. Figueroa has embraced our initiatives and is eager to promote and provide the space for technical assistance and training farmers in the elements of starting a business. DCED has published and circulated brochures in Spanish throughout the state. Continued partnership with Delaware State University's Small Farms Program has allowed DCED to provide more direct technical assistance and training to farmers. DCED and the *Small Farms Program* are providing an exceptional incentive to farmers who venture into value-added production of farm products.

DCED also partners with the Hospitality and Tourism Management Department in the College of Business through the Food Business Incubation Center (FBIC) which provides a place for farmers to do value added production. DCED has recently expanded the internal partnership to include the Food Science Department and will provide additional training opportunities through its new Mobile Entrepreneurship Training (MET) Initiative. MET will assist DCED in getting more technical support to rural economically disadvantaged and struggling farmers by providing a mobile training classroom. DCED continues to maintain strong relationships and networking support with the Small Business Technology and Development Center (SBTDC), YWCA, Service Corps Retired Executive (SCORE) and the Delaware Economic Development office (DEDO).

DCED, in partnership with the above organizations, has continued to help farmers progress in a state where agriculture dominates. Business skills are desperately needed to assist farmers in generating revenue and creating jobs in the farming industry and DCED is providing training opportunities for local farmers.

Accomplished activities & milestones

- Provided technical assistance to Hispanic farmers in Sussex County – Immigrant Producer Series workshop in November 2009.
- Met with *all of the* Small Business Technology and Development Center representatives throughout the state in December 2009 to promote and advocate for positioning small farms for funding through business development strategies
- Provided training and incentives for the *small farms committee* to be given technical assistance in business planning and producing value-added products

- DCED Program Manager has joined the Small Farms Program's *Small Farms Committee* to address the needs of farmers in the state.
- Invited farmers to participate in a Lunch and Learn workshops with a successful budding entrepreneur who is marketing a value-added sauce.
- Board approved free use of the FBIC for clients who are farmers and who desire to produce value-added products.
- Expanded partnership to include DSU's Food Science Department.
- In addition to nutritional labels, farmers can receive a food science analysis of their products including determining the shelf life of their products at no initial cost
- Farmers are able to use the FBIC for value-added production at no initial cost
- Confirmed dates for canning demonstrations in the FBIC in partnership with the Small Farms Program and Kathy Splane, University of Delaware Food Science Analyst
- DCED promoted the services we provide to farmers at the *Women in Agriculture* Conference in February 2010. The conference attracted over 1,000 female farmers.

During this quarter DCED has continued to provide farmers with the opportunity to attend seminars and conferences. The training sessions included:

- How to Start a Non-Profit Business
- QuickBooks for the Small Business Owner
- Securing Government Contracts
- Two Lunch & Learn Seminars (in partnership with the Delaware Money School) with budding entrepreneurs

Additionally other activities have included:

- Marketing through taste testing demonstrations of value added products and constructing survey analysis
- Reaching rural farmers through the Mobile Entrepreneur Training Initiative. MET provides farmers much needed technical assistance and resources. MET allows DCED consultants to provide training to economically disadvantaged rural areas where residents are unable to attend seminars and workshops at Delaware State University and other sites outside of their community.

The Food Business Incubation Center is being promoted to farmers for value added opportunities. Promotional efforts and outreach strategies have been developed to attract users from the small farm community. DCED's prime marketing strategy is to work through the Small Farm *Small Farm Committee*, which consists of farmers who meet monthly to discuss the issues and concerns that face farmers in the state of Delaware. Meetings are hosted at DSU's Dover Campus and, in partnership with the Department of Agriculture, DCED functions as a resource for the committee. Other outreach strategies have resulted in the publication of ads, newsletters and networking. Since the last quarter DCED has released another newsletter focusing on farmers and the Food Business Incubation Center. The newsletter also advertised the services, resources and workshops

that DCED offers. Over 2,000 newsletters were released to the community; local farmers are included in the newsletter distribution.

DCED is determined to be the model agency in providing customized business services to farmers in the state of Delaware. DCED's latest milestones provide evidence of the commitment to the farmers in Delaware; and the MET program along with strengthened partnerships position DCED to be at the forefront in technical assistance, technology support, product analysis and business development.

Problems and Delays

Our efforts and our partnerships are strategically designed to be successful and the strategies have worked.

Problems have surfaced in the area of budget allocation, budget lines needed to be adjusted to meet the continued needs of the program. Also, a time extension was requested and granted to extend the grant to the end of June. This request was a direct domino effect of the need to have a staff person on board. Other delays and problems are directly tied to the reporting and purchasing of materials. Delaware State University has released request to FMPP for payment without sufficient documentation. DCED continues to educate Delaware State University's accounting department and sponsored programs department on the process and procedure for processing request for payment. DCED anticipates this to be a temporary concern and is confident that once people are effectively trained this concern should be eliminated.

Future Project Plans

1. Increase target marketing to Delaware Farmers
 - a. Increase exposure of the Food Business Incubation Center for farmers in the production of value-added production
 - b. Outreach to provide technical assistance to other rural areas in Kent County (Smyrna and Clayton)
 - c. Outreach to farmers with established value-added establishments to seek assistance in supporting the promotion of newly produced products from struggling farmers
2. Continue and strengthen marketing strategies
 - a. Maintain partnership with DSU's Small Farms Program
 - b. Advertise supplemental services offered through the Food Science Program (Nutritional labeling and Food Science Analysis)
 - c. Reach socially disadvantage farmers
3. Provide training to underserved rural families through MET
 - i. Provide technical assistance at local farm sites
 1. financial management
 2. record keeping
 3. value-added management
 4. direct marketing
 5. forming a cooperative

- ii. Grant and Proposal writing workshops
- ii. Food Safety Training

4, Expand partnerships regionally through PA, MD and NJ

5. Provide more Going Green Workshops

Funding to 3/31/10

DCED has expended \$40, 587.21. The remaining adjusted and extended budget will allow for personnel to reach the goals outlined above. The remaining budget will be used to do the following:

- Work with Small Farms Program to assist the *Small Farms Committee* in starting or expanding businesses
- Supporting the Farmers Market Project in partnership with the Small Farms Program at Delaware State University
- Attend National Business Incubation Association Conference

Additional Information

Publications and ads support our Food Business Incubation Center and our technical assistance workshops.

In summation, DCED has increased visibility among farmers and provided technical assistance in prime farming areas in the State of Delaware. Newly established partnerships within the university are allowing DCED to provide more farm product services to meet the needs of farmers seeking nutritional labeling and food science analysis. The FBIC, Delaware State University's Farmers Market, and canning demonstrations (in partnership with the University of Delaware) continue to be areas where DCED seeks to increase participation among farmers in Delaware.

Technical assistance and supportive workshops have provided and continue to provide opportunities for farmers to perfect their business and entrepreneurial skills. DCED maintains the full and active support of SBTDC statewide in assisting farmers in positioning themselves for funding.

DCED remains committed to providing avenues for Delaware farmers to become better entrepreneurs and business operators who can maximize the revenue produced in the farming industry.

Delaware Center for Enterprise Development



USDA ENERGY GRANT & LOAN PROGRAMS Workshop Topics:

- USDA Rural Development Programs
- Eligible Type of Businesses
- Energy Grants for Farmers and Small Business Owners
- Value Added Producer Grants for Farmers
- Business & Industry Guaranteed Loan Program

**Thursday, March 18, 2010
9:00 a.m. – 12:00 p.m.**

Dover Campus, Bank of America Building, Room 309
(Continental breakfast provided)

**Free Admission!!
Registration Deadline March 11, 2010**

<http://www.desu.edu/dced>

Name: _____ E-mail _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: Home () _____ Work: () _____

Please fax your USDA Energy Grant & Loan Program Registration form to Delaware State University, Delaware Center for Enterprise Development at: (302)857-6950 or call (302)857-6943.

Delaware Center for Enterprise Development



QUICKBOOKS® TRAINING

Workshop Topics:

- Developing a basic understanding of accounting
- Gathering information needed to create financial statements
- Developing a chart of accounts & setting up inventory
- Configuring customers & vendors
- Entering historical data
- Invoicing customers & receiving and tracking customer payments
- Managing and paying vendor bills
- Reconciling bank accounts
- Tracking and recording mileage
- Running payroll and payroll reports
- Budget and planning tools

March 20, 2010

9:00 a.m. – 3:00 p.m.

Facilitator: Louis Barbarin, CPA

Dover Campus, Bank of America Building, Room 107
(Continental breakfast & lunch provided)

Register Before March 12th workshop fee \$50
After March 12th workshop fee \$60

<http://www.desu.edu/dced>

Name: _____ E-mail _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: Home () _____ Work: () _____

Please fax your Quickbooks Workshop Registration form to Delaware State University, Delaware Center for Enterprise Development at: (302)857-6950 or call (302)857-6943.

Delaware Center for Enterprise Development



HOW TO START A NOT-FOR-PROFIT ORGANIZATION

Workshop Topics:

- The Role of the Nonprofit Organization
- The Conceptual Framework of a Nonprofit Organization
- Developing the Vision Statement
- Developing the Mission Statement
- Developing a Strategic Plan
- Timing
- Organization and Governance
- Filing Requirements

March 19, 2010

9:00 a.m. – 3:00 p.m.

Facilitator: Louis Barbarin, CPA

Dover Campus, Bank of America Building, Room 309

(Continental breakfast & lunch provided)

Register Before March 12th workshop fee \$50

After March 12th workshop fee \$60

<http://www.desu.edu/dced>

Name: _____ E-mail _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: Home () _____ Work: () _____

Please fax your How to Start a Not-for-Profit Organization Workshop Registration form to Delaware State University, Delaware Center for Enterprise Development at: (302)857-6950 or call (302)857-6943.



is announcing a
New & Exciting
certificate program on
“Going Green” Strategies & Technologies
for Small Business Owners

All classes meet on Tuesdays from 6 to 9 p.m. Location(s) to be determined (in Kent & Sussex Counties) In order to earn a certificate, participants must attend all 6 topics. Individuals not wishing to earn a certificate, but are interested in a specific topic may enroll for \$25 per class. However, it is recommended to take all 6 classes.

The cost for all 6 classes is \$120. *Partial & Full Scholarships are available.*

SEATING IS LIMITED!

February 23, 2010	The Language of Green*
March 9, 2010	The Top 10 Green Businesses for the Next 10 Years
March 23, 2010	The Language of Green*
April 6, 2010	Green Home & Business Sustainable Strategies
April 20, 2010	Energy Audit Part I
April 27, 2010	Energy Audit Part II
May 11, 2010	Green Street Work Skills (Technology & Talent for the Next Economy)

** participant only needs to attend one of these classes to earn certificate.*

**Instructor is Mr. Paul Hughes, Founding Associate: Green Fox Marketing and Consulting
(Green marketing and consulting for businesses and corporations)**

**For more information, call Ilona Figat, Enterprise Consultant
Director, Mobile Entrepreneurial Training at 302-857-6953**



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