



Bringing the Farm to Market

TRANSITION TO VALUE ADDED WORKSHOPS

October 2017 through March 2018



NABC is offering 14 engaging and informative workshops this season to support agriculture producers, small food-related business owners, and cooperatives with their business development. We have a great line-up of presenters and panelists including farmers, food processors and manufacturers, industry buyers, lenders, and business development professionals.

(Center image above by David Perry Photographer. Right image by Harley Soltes)

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Starting Your Business

Business Concepts, Strategies, and Terminology



There are many details to starting a business. This class is geared towards providing foundational information to help new farmers and food related businesses answer key questions such as, "What is required to start a business? Where and how do I get a business license? What are my responsibilities and legal obligations as a business owner? How do I handle hiring and managing of staff, payroll, and taxes? How do I handle keeping track of and recording sales, expenses, and profits?"

This class will provide a hand-out glossary of business terminology as well as a list of resources and contacts to help you start a new business.

October 24, 2017, Register at: [STARTING YOUR BUSINESS](#)

Economic Opportunities for Latino Farmers

A family and community event!



Come listen and learn directly from two amazing Minnesota Latino cooperatives. **Cooperativa Agua Gorda**, a cooperative owned by five farmers, has grown its farm business from 1/2 acre of land (2012) to 15 acres (2017), and annual sales from \$6,700 to a projected \$80,000. **Shared Ground Co-op** is a cooperative of three Latino-owned farms and two Caucasian-owned farms. By working together they achieved sales of \$330,000 in 2016. The workshop will also feature local business development assistance providers including NABC, Community Action of Skagit County, Economic Development Alliance of Skagit County, Viva Farms, and WSU Skagit Extension.

Latino farm families are invited to this community event. There will be games and activities for the hijos and an enchilada dinner. Yes, there will even be a piñata!

October 28, 2017 Register at: [LATINO FARMER OPPORTUNITIES](#)

USDA Value Added Producer Grant Boot Camp

(Skagit location)



The USDA Value Added Producer Grant provides agricultural producers with working capital to bring value-added products to market. These grants can range from less than \$5,000 up to \$250,000 and provide a dollar-for-dollar match to producers' capital (for every dollar a producer spends, the USDA will match it with a dollar). Staff from the USDA and NABC will present this program.

A panel of past USDA VAPG grant awardees will share their experiences about the application and project implementation process. There will be plenty of time for questions, answers, and general discussion, as well as suggestions for "next steps."

October 31, 2017. Register at: [VAPG BOOTCAMP](#)

Access to Capital

For Veteran, Minority, and Beginning Farmers and Food Related Businesses



Farm businesses need access to capital whether it's a new business start-up, a business expansion, purchasing land or new equipment, or building inventories to support a market expansion.

NABC invites farm and food-related business to an all-day event to meet face-to-face with representatives of lending programs and financial institutions that provide loans from less than \$5K to more than \$1M. Local and regional technical assistance providers will attend to discuss their services to support the loan process.

November 8, 2017 Register at: [ACCESS TO CAPITAL](#)



NABC receives grant funding and works in partnership with USDA Rural Development and the Washington State Department of Commerce.



NABC is an equal opportunity employer and service provider.

Cooperatives and How They Work

The Mutual Benefit of Production,
Marketing, and Distribution Co-ops



Cooperatives have long provided a successful business model to help groups of farmers achieve services, markets, and scale that an individual farm can't achieve.

This day will provide local producers and buyers with some great examples of cooperatives providing a mutual benefit not only for farmers, but for businesses and consumers as well! The daylong workshop will feature **LINC Foods, North Cascades Meat Producers Cooperative, Okanogan Producers Marketing Association, Puget Sound Food Hub, Snoqualmie Valley Farmers Co-op, and Western Montana Growers Co-op.**

November 14, 2017 Register at: [MARKETING CO-OPS](#)

Business Enterprise Feasibility

Beginning and Small Farm or Food Related Business



You want to start a new farm or food related business, or expand in a new direction. What do you need to know and how do you predict the potential viability of your proposed business or expansion? This workshop will take you through a step by step process to understand what you need to know and the business methodologies necessary to assess the risks and potential for success of your business venture. The workshop will feature a panel discussion with agricultural producers and value-added food production businesses that have worked through this process.

December 5, 2017 Register at: [BUSINESS FEASIBILITY](#)

Cooperatives and How They Work

Legal Structures, Tax Laws, and Board Policies



A smooth running cooperative requires knowledge, effective systems, and informed decision-making.

This 1/2 day workshop is geared towards existing cooperatives and groups that are considering a cooperative start-up. The workshop will feature presentations by professionals (legal, accounting, and cooperative development), who will provide an overview and framework covering legal and regulatory requirements for cooperative boards and management, as well as structures for bylaw and policy development.

January 16, 2018 Register at: [COOPERATIVE STRUCTURES](#)

Access to Capital

For Mid to Large Scale Farms and Food Businesses



Farm businesses need access to capital whether it's a new business start-up, a business expansion, purchasing land or new equipment, or building inventories to support a market expansion.

The Northwest Agriculture Business Center invites farm and food-related business to an all-day event to meet face-to-face with representatives of lending programs and financial institutions that provide loans ranging from \$50K to more than \$2M. This workshop will focus on Federally-guaranteed programs including the SBA 7A and SBA 504 programs, and the USDA Business & Industries loan programs.

January 23, 2018 Register at: [ACCESS TO CAPITAL](#)

TRANSITION TO VALUE ADDED WORKSHOPS ARE PRESENTED WITH THE COLLABORATION OF:

Please Note: All workshops will offer Spanish interpreting services



Getting Your Products Into The Market

Beginning and Small Farms and



NABC staff with many years of retail grocery and institutional food service industry experience will present this workshop which will cover branding, competitor analysis, defining a product niche and value proposition, setting a price, making the sales pitch, and maintaining your position in the market place.

The workshop will feature a panel of buying experts from the grocery, restaurant, and institutional food service industries. Participants will have the opportunity to ask questions and learn from "real-life" experts.

January 30, 2018 Register at: [GETTING PRODUCTS TO MARKET](#)

Access to Capital

Crowd Funding, Angel Investors, Private Offerings, and Employee Stock Ownership Plans (ESOPS)



There are situations when businesses require alternative sources of capital. This workshop will provide participants with information and a variety of strategies to consider when working to source needed capital for business start-up, expansion, or succession.

Professionals who provide or support these types of services as well as businesses who have used them will present at this workshop.

February 6, 2018 Register at: [ACCESS TO CAPITAL](#)

Cooperatives and How They Work

Membership and Capital Drives



Member investment and equity are key indicators of successful cooperative businesses. They truly signify the level of member engagement and commitment and the health of the cooperative.

Come and hear from successful cooperative and membership organizations. Learn what it takes to attract and engage new members. Learn how to structure and implement a winning plan for increasing membership and member engagement and investment.

February 13, 2018 Register at: [MEMBERSHIP AND CAPITAL DRIVES](#)

Building a Business Plan

Beginning and Small Farms, and Food Related Businesses

RED MOUNTAIN ORGANICS
BUSINESS PLAN
2013-2015



A business plan provides value for a business not only to project its future, but to secure capital to start-up, expand, and grow. This workshop, presented by NABC staff with more than 20 years of business planning experience, will take you step-by-step through all of the components of the business plan including the marketing plan, sales forecasting, expense projections, capital budget and depreciation, financing schedules, cash flow and balance sheet projections, and key financial ratios. The workshop is structured to be open, with question and answers and discussion throughout.

February 27, 2018 Register at: [WRITE BUSINESS PLAN](#)

Product Development For Value-Added Foods

Beginning and Small Farms, and Food Related Businesses



This workshop is geared to small scale producers of preserves, sauces, dressings and vinegars, snacks, baked goods and other value-added products.

Participants will be guided through the various steps from concept development to being ready for the market, with an emphasis on factors to consider for scaling up the product from the kitchen to commercial production. In addition to the aspects of product development, the course will cover product cost calculations with real-world business examples.

March 5, 2018 Register at: [VALUE-ADDED FOOD PRODUCTS](#)



Bringing the Farm to Market

BRINGING THE FARM TO MARKET

Economic Opportunities for Latino Farmers

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Come listen and learn from two amazing Minnesota Latino cooperative success stories. **Cooperativa Agua Gorda**, a cooperative owned by five farmers, has grown its farm business from 1/2 acre of land (2012) to 15 acres (2017), and annual sales from \$6,700 to a projected \$80,000. **Shared Ground Co-op** is a cooperative of three Latino-owned farms and two Caucasian-owned farms. By working together they achieved sales of \$330,000 in 2016. The workshop will also feature local business development assistance providers including NABC, Viva Farms, Economic Development Alliance of Skagit County, and WSU Skagit Extension.

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March 31, 2018 Register at: [LATINO FARMER OPPORTUNITIES](#)

PRESENTERS, PANELISTS, & PARTICIPANTS

- Summer Alexander, Produce Manager, Central Co-op
- Erin Baker, Founder & Owner, Erin Baker's Wholesome Baked Goods
- Rodrigo Cala, Owner Cala Farms, and Member, Shared Ground Cooperative
- Craig Cayton, Retail Director, Crown Pacific Fine Foods
- Anthony Clark, Executive Chef, Bon Appetit Management Company
- Roland Chaiton, V.P. and Senior Loan Officer, Business Impact Northwest
- Mark Costello, Deputy District Director, SBA-Seattle
- Andy Egloff, Relationship Mgr/V.P., Coastal Bank
- Trevor Faucett, V.P. & Branch Manager, Northwest Farm Credit Services
- Garish Ganjyal, Assistant Professor, Washington State University
- Diana Gasaway, Executive Director, Northwest Cooperative Development Center
- Eric Grimstead, Commerce Specialist, Western Washington University Small Business Development Center
- Sera Hartman, Project Manager, NABC
- Brandon Hoffman, Loan Specialist, USDA Rural Development
- Kenny Holzemer, Executive Director, Growing Veterans
- Joshua Jackson, Merchandising Manager, Community Food Co-op
- Nancy Jordan, Director of Development & Public Relations, Lummi CDFI
- Diane Kamionka, Executive Director, Northwest Innovation Resource Center
- Darcy Maldonado, Farm Loan Officer, USDA Farm Services Agency
- Diana Morelli-Klima, Director, Latino Business Development & Retention, Economic Development Alliance of Skagit County
- Jack Lamb, Founder & CEO, Aslan Brewing
- Tim & Grace Lukens, Co-Founders, Grace Harbor Farms
- Karen Mauden, Project Manager, NABC
- John Michener, Economic Development Specialist, Port of Bellingham
- Melissa Moeller, Co-Founder, Owner, Misty Meadows Farm
- Lorraine Morris, Senior Business Banker, Bank of the Pacific
- Larry Pitts, Pitts and Associates
- Ben Reed, VP & Senior Loan Officer, Evergreen Capital
- Ashe Rider, General Manager, North Cascades Meat Producers Cooperative
- Sarah Richards, Founder & Owner, Lavender Wind Farm
- Jean Rogers, Administrator, Community Food Co-op Farm Fund
- Terri Salstrom, President & CEO, Industrial Credit Union
- Michael Simon, Founding Member, Okanogan Producers Marketing Association
- Lindsay Slevin, Founder & Owner, Twin Sisters Creamery
- Alex Smith, Outreach Coordinator, Sustainable Connections Food & Farming Program
- Kate Smith, Small Farms & Latino Educator, Washington State University, Skagit Extension
- Mylon Smith, Founder & Owner, Myshan Dairy
- Rob Smith, Operations & Incubator Director, Viva Farms
- Larry Stap, Founder and Co-Owner, Twin Brook Creamery
- Sash Sunday, Founder, Oly Kraut
- Jan Tusick, Center Director, Mission Mountain Food Enterprise Center
- Jill Vallely, Registration and General Counsel, Washington State Department of Financial Institutions
- Jaime Villalaz, Business Development Specialist, Latino Economic Development Center
- Jeff Voltz, Project Manager, NABC
- Joel Williamson, MBA, LINC Foods
- Dorcas Young, Owner, Lesedi Farm

NABC'S COOPERATIVE DEVELOPMENT WORK SHOPS ARE PRESENTED WITH THE COLLABORATION OF:

