

The Agribusiness Incubator Project
October 14, 2003

Project Planning Meeting

THE DIRECTION -

In 2008 the Agribusiness Incubator Project will be successful if it –

1. Has developed a wide range of successful strategies that improve the economic viability of farming – 13 votes
 - a. Efficient
 - b. Cost effective
 - c. Environmentally sound
 - d. Reduce the polarization in agriculture
2. Developed recruitment and development models that satisfy both the needs of those entering and exiting agriculture – 11 votes
3. Reliable funding source for the project and beginning farmers to access – 10 votes
4. State policy makers are engaged – 9 votes
5. One stop shop set up for both the entering and exiting farmers – 8 votes

6. Those who have the interest will have the opportunity – 7 votes
7. Fifteen start-up farms running – 7 votes
8. Have an established mentor system setup – 7 votes

9. Farming models are matched to natural resources – 4 votes
10. Program on consumer education about area agriculture setup – 4 votes
11. Method of displaying successes and failures – 4 votes
12. Creation of tools to help transitioning process – 2 votes
13. The farm opportunities created build both farm management skills and equity for non-farmers – 1 vote
14. Solid foundation from beginning to end – 1 vote
15. A model has been established for other agribusinesses statewide to follow – 1 vote

16. The project will be outcome based with predetermined, clearly defined goals
17. Catalyze interest in Ag as a career option
18. Products are marketed locally
19. Begin to reinvigorate rural communities and main streets
20. A process for business plan development
21. Instilled some community support for effort
22. 80% local placement
23. Project is relevant and integrated

24. IT STILL EXISTS

RESOURCE INVENTORY –

What are the resources available in North Central Wisconsin that can help assure success and should be preserved?

- Supply and market infrastructure
- Climate and natural resources
- Financial institutions that understand farming
- Wide range of successful farming models
- The grazing network
- Educational infrastructure
- People willing to improve the dairy industry
- Farm Service Agency Beginning Farmer Programs
- Local service cooperatives
- WHEDA Aggie loans
- State and Federal cost share programs for grazing based farms
- Department of Commerce Dairy 20/20 and MVP
- Marathon and Lincoln County Economic Development Corporations
- Marathon and other Chambers of Commerce
- Partnership for Progressive Agriculture
- Access to applied research and resources through the University of Wisconsin
- School for Beginning Dairy Farmers
- Marshfield and Hancock Agricultural Research Stations
- WDATCP Farm Center and programs

What resources need to be developed in order to achieve success?

- One stop shop for entrants and exits
- Resource inventory
- Inventory of municipalities – their leaders, employees and regulations – that is available to Ag community
- Map of suitable ag development areas
- Expand networking process
- Develop mentoring resources
- Resources and support for exiting farmers – similar to SCORE
- Connecting of resources around the state – DBA, Farm Bureau, PDPW, etc.
- Ag Vest example of investment
- Discussion Groups
- Enterprise facilitation board
- Model development for other to follow
- Inventory of state/federal resources and policies that hinder and/or help

WHO NEEDS TO BE INVOLVED?

- UW-Extension
- Northcentral Technical College
- Counties
- Realtors
- Financial planners and accountants
- Financial institutions
- Natural Resource Conservation Service
- Farm Service Agency
- Crop and feed consultants
- Interested farmers
- Wisconsin Dept. of Agriculture, Trade and Consumer Protection
- Wisconsin Department of Natural Resources
- UW-Center for Integrated Agricultural Systems