

Agribusiness Incubator Project

One-Stop-Shop Resource Development Workgroup

February 23, 2004

At the January 22, 2004 meeting the group discussed some resource development guidelines and several types of resources that should be brought together in one location. They included everything from agency support systems, non-profits, agribusinesses and financial institutions. It was clear that a web-based system would lend itself best to bringing those various resources together. Once brought together the information could be distributed using various information mediums. Some of the ideas that came out of the discussion were:

- The New Zealand dairy industry has developed a website entitled "Lets Talk Dairying". The address for the website is <http://www.letstalkdairying.co.nz/>. The website is a good example of how a country has taken the leadership in mentoring a new generation of farmers.
- One of the features of the website should be a direct link that doesn't need a long address routed through other websites. This would be important for making it easy to find the site.
- Currently the funds exist through the Dairy Revitalization grant to get a website set up. What needs to be decided is where to set it up and who should do it. The group will look at the possibility of having the site be located through the MCDEVCO and either have Extension and/or Land Conservation handle the creation using their current resources.
- Once the site is up and running the maintenance of the site could be handled by charging an advertising fee to agribusinesses who would like to be listed on the site. An advertising fee of \$50 per year would provide \$1000 if even 20 businesses choose to use the site.
- The possibility may also exist of having the WMMB provide some funding to get the site up and running.
- The group thought an achievable goal would be to have the website up and running by the time of the Wisconsin Valley Fair.