

## LOGIC MODEL WORKSHEET

Department/Program: University of Wisconsin-Extension/Agribusiness Incubator Project      Contact: Tom Cadwallader

Brief program description: In response to the Marathon County Task Force on the Rural Economy report asking that Marathon County create an agricultural transition program, the Agribusiness Incubator Project was created to facilitate the establishment of new and the transfer of existing agriculturally related business enterprises.

Mission Statement: The Agribusiness Incubator Project provides opportunities, processes and resources that facilitate the entry of new farmers and farm businesses into the agricultural community of North Central Wisconsin. Program customer: Primary: current and prospective farmers

Inputs	Activities	Outputs	Initial Outcomes	Intermediate Outcomes	Long-term Outcomes
<p>Lincoln/Marathon County UWEX Ag Development Agent/Office resources</p> <p>Lincoln/Marathon County Conservation Staff/Office resources</p> <p>Central Wisconsin River Graziers Farmer Network</p> <p>Marathon County Chamber/Economic Development Corp. staff and resources.</p> <p>Wisconsin Department of Agriculture Trade and Consumer Protection Farm Center.</p> <p>UW-Center of Integrated Ag Systems.</p> <p>USDA Dairy Industry Revitalization Grants</p>	<p>Research, develop, pilot and educate on:</p> <ul style="list-style-type: none"> <li>• Farmstead/farm business assessment tools.</li> <li>• Business planning tools and training for farm applications.</li> <li>• Farm business transfer alternatives.</li> </ul> <p>Develop Mentor Network</p> <ul style="list-style-type: none"> <li>• Develop mentor training program and support materials.</li> <li>• Develop process for linking new farmers with mentors.</li> </ul> <p>One-Stop-Shop (OSS) for Resources developed.</p> <p>Regular meetings of partners for program development and coordination.</p>	<p>Number of:</p> <ul style="list-style-type: none"> <li>• Farmsteads/farm businesses evaluated for determining transferability.</li> <li>• Farmers accessing and/or utilizing financial and business planning/management resources.</li> <li>• Farms aided in the transfer of ownership.</li> </ul> <p>Number of :</p> <ul style="list-style-type: none"> <li>• Existing farmers receiving training on mentoring skills.</li> <li>• New farmers teamed up with mentoring farmers.</li> <li>• Mentoring support materials created/distributed.</li> </ul> <p>Number of hits on OSS Resources Website</p>	<p>Existing and potential farm operators will have:</p> <ul style="list-style-type: none"> <li>• Increased knowledge on evaluating the transferability of farmsteads/businesses.</li> <li>• Increased knowledge of business plan development.</li> <li>• Increased knowledge of ownership transfer options.</li> </ul>	<ul style="list-style-type: none"> <li>• Existing and potential farmers will evaluate farmsteads/businesses to make objective transfer and purchase decisions.</li> <li>• New farmers will create and implement business plans.</li> <li>• Existing farmers will create and implement ownership transfer plans.</li> </ul>	<p>New agribusiness enterprises have increased their ability to stay in business.</p> <p>Existing farmers have improved their ability to profitably retain or transfer their farm businesses.</p> <p>Maintain or improve the contribution of the rural economy to the areas economic base.</p>