Comprehensive Launch Pad for Rural and Community Business Development

MARYLAND RURAL ENTERPRISE DEVELOPMENT CENTER

Ginger S. Myers
University of Maryland Extension
Marketing Special, Ag and Natural Resources
Director, MREDC
gsmyers@umd.edu

www.mredec.umd.edu
Ginger S. Myers
gsmyers@umd.edu
301-432-2767

- **Director of the Maryland Rural Enterprise Development Center**

- **Marketing Specialist, College of Agriculture & Natural Resources, University of Maryland Extension.**

- **Over 30 years of experience in production agriculture, agri-business and consulting to this position.**

- **Currently works with agricultural entrepreneurs, develops new markets and networking opportunities, works with new and beginning farmers, and assists with business development and business planning.**

- **Operate a grass-based livestock farm with husband.**
TODAY’S PRESENTATION

- The Need: Identifying Key Issues
- A Solution: University of Maryland Extension and Partners
- The Design: A Web-based Center
- Outcomes: Some success stories
- Next Steps: Expanding the Network
IDENTIFYING KEY ISSUES

Perceptions - Industry Identity Crisis
Farmer’s Share of the Food Dollar is now 11.6 cents
Maintaining Industry Resources

- Cost /Value of Agricultural Land:
  - Howard County: $14,500 - $16,000
  - State of Maryland: $3,800

- Parcelization of Natural Resource Land

- Water - Quantity and Quality

- Average Age of Maryland Farmer: 56.8 Years old

Who will farm here in the future?
Location-Location: Great Market Potential

- Customer Profile-diversity
- 4th largest metropolitan area in the country
- More advanced degrees than any other region of the country
- Broad diversity of industry segments—traditional, alternative, services, health, bio-tech, International
- Proximity to government, roads, rail, and airports
QUESTIONS
A SOLUTION

- University of Maryland Extension
- Key partners
- A strong and collaborative network
Why Should Extension be Involved in Rural and Community Development when others such as the State or Small Business Development Centers already do this kind of work?
“Public Value” of Extension’s work in Rural Economic Development Attracts Partnerships and Collaboration

- When there’s an information gap
  - Business planning and development around agricultural businesses
  - Access to Expertise
- Can address issues of fairness
  - Lending and finance program targeted to rural enterprises
- Create Public benefits
  - Rural businesses help stabilize for rural communities
Building a Network that Leverages Resources and Tools to Reach a Common Goal- Sustainable Rural Business Retention, Expansion, Attraction
Examples of Partnerships

- State Agencies- financial, rural councils, small business development center, Farm Bureau, County economic development offices, State Dept. of Business and Economic Development, Maryland Dept. of Agriculture, Maryland Health Dept.

- Regional & National- NE Center Rural Economic Development, USDA, FDA, FSIS
In your opinion, what business development skill sets do most rural entrepreneurs need assistance in mastering?

<table>
<thead>
<tr>
<th>Response</th>
<th>Total</th>
<th>% of Total Respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product or services development</td>
<td>2</td>
<td>2</td>
<td>18%</td>
</tr>
<tr>
<td>Financing</td>
<td>6</td>
<td>6</td>
<td>55%</td>
</tr>
<tr>
<td>Technical training or support</td>
<td>1</td>
<td>1</td>
<td>9%</td>
</tr>
<tr>
<td>Regulatory and compliance issues</td>
<td>5</td>
<td>5</td>
<td>45%</td>
</tr>
<tr>
<td>Labor</td>
<td>2</td>
<td>2</td>
<td>18%</td>
</tr>
<tr>
<td>Writing a business plan</td>
<td>10</td>
<td>10</td>
<td>91%</td>
</tr>
<tr>
<td>Time management</td>
<td>1</td>
<td>1</td>
<td>9%</td>
</tr>
<tr>
<td>On-farm resources</td>
<td>2</td>
<td>2</td>
<td>18%</td>
</tr>
<tr>
<td>Access to professional services (legal, financial, insurance, etc.)</td>
<td>4</td>
<td>4</td>
<td>36%</td>
</tr>
<tr>
<td>Access to proper equipment</td>
<td>3</td>
<td>3</td>
<td>27%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>3</td>
<td>3</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Total Responses: 11</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Survey of 11 Ag and Government service agencies
QUESTIONS

- What agency/organizations are fulfilling this role in your state?
THE DESIGN

- The Maryland Rural Enterprise Development Center (MREDC)
  - Purpose
  - Virtual Delivery
  - Topics
Maryland Rural Enterprise Development Center (MREDC)

What is the purpose?
- To increase rural prosperity while contributing positively to developing and sustaining Maryland’s rural communities.

Delivery Platform - Participatory
- 24/7 web portal is a one-stop-shop for the latest, most successful business development innovations and support.
  - First agricultural site in the State totally dedicated to agricultural and natural resource business development.

www.mredc.umd.edu
Jobs & Profitability

- 44 percent of new jobs in the U.S. are generated by startup firms with only a few employees.

- “We are moving into an ‘entrepreneurial age.’ If current trends continue it has been estimated that one out of every four rural citizens will be self-employed by 2015. Small Business Administration
Original Topics

- Business development
- Entrepreneurship
- Legacy planning
- Access to expertise
- New & next generation farmer programs

Added Since Launch

- Comprehensive Food Processing Section
- Expanded Distance Learning Modules
- Maryland Business Resources Site Map
- Links to Resources

www.mredc.umd.edu
Welcome to the Maryland Rural Enterprise Development Center!

This Center is an outreach of the University of Maryland Cooperative Extension. It is a one-stop-shop for the latest and most successful business development innovations and support for Maryland's agriculture and natural resources enterprises. If you are currently, or would like to be, an agricultural/natural resources entrepreneur, we invite you to explore this site.

You will find many resources presented in a variety of ways including our Distance Learning page where you will find podcasts on the
Additional information concerning food processing in Maryland:

- Maryland Department of Agriculture
  [http://mda.state.md.us](http://mda.state.md.us)
- Maryland Department of Health and Mental Hygiene, Division of Food Control
  [http://cha.maryland.gov/ofpchs](http://cha.maryland.gov/ofpchs)
- Processing for Profits- A grant project funded by the Harry R. Hughes Center for Agro-Ecology and the USDA-CSREES
  - Making On-Farm Processing a Viable Economic Option in Maryland (White Paper)
  - Recorded Webinar: Multi-State Regulatory Review - Barriers and Opportunities for Maryland

<table>
<thead>
<tr>
<th>Standards and Licensing</th>
<th>Agencies and Jurisdiction</th>
<th>Rules for Specific Foods</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are five areas where federal, state, and local governments have instituted regulations to ensure food safety, quality control, and consumer protection. <strong>Main Page: Standards and Licensing</strong></td>
<td>Jurisdiction over food safety regulations and licensing is divided among several government agencies. In general, federal regulations supersede state regulations, and state regulations supersede local regulations. <strong>Main Page: Agencies and Jurisdiction</strong></td>
<td><strong>Main Page: Rules for Specific Foods</strong></td>
</tr>
<tr>
<td>1. Food Processing</td>
<td>• Federal</td>
<td>• Meat</td>
</tr>
<tr>
<td>2. Food Processing Facilities</td>
<td>• State</td>
<td>• Poultry</td>
</tr>
<tr>
<td>3. Food Storage</td>
<td>• Local</td>
<td>• Dairy</td>
</tr>
<tr>
<td>4. Package Labeling</td>
<td>• Maryland</td>
<td>• Eggs</td>
</tr>
<tr>
<td>5. Food Distribution</td>
<td>Maryland Regulatory Environment Interactive Chart</td>
<td>• Baked Goods</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Fruits &amp; Vegetables</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Other</td>
</tr>
</tbody>
</table>
Distance Learning

Podcast Library

Listen to the following podcasts online or download to your computer or media device:

1. Listen Online: Click the podcast icon and the podcast should automatically play in your computer's default media program. If you do not have a media player, one can be downloaded for free from Microsoft at the following link: http://www.microsoft.com/windows/windowsmedia/download/AllDownloads.aspx

2. Download to Computer: Right-click the podcast icon and select "Save Target As." Follow your computer's instructions to download and save to a location on your computer or media device.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Author</th>
<th>Podcast</th>
<th>Script</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying an Existing Business</td>
<td>Ginger S. Myers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dream-Plan-Implement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enterprises</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Processing -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Horse Boarding</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Institutions</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
QUESTIONS

- Are there additional topics that the Center should address?
OUTCOMES

- We are averaging 18,000 hits per year.
- We include very brief registrations to download certain documents so we can track where our audience is coming from.
- We track the 10 most used search words to determine what folks are searching for and add content accordingly.
- To date MREDC has assisted almost 100 clients in writing a business plan and has partnered on $150 K in funded grants.
NEXT STEPS
Expanding Collaborative Network

Entrepreneurship

Business Development

All things Food

IDEA

STEM / STEAM

www.mredc.umd.edu
QUESTIONS
A computer is like a bicycle for our minds
- Steve Jobs

If we don't change directions, we'll end up where we're going

Chinese Proverb

Ginger S. Myers
gsmyers@umd.edu
301-432-2767, ext 338

www.mredc.umd.edu