

Comprehensive Launch Pad for Rural and
Community Business Development

MARYLAND RURAL ENTERPRISE DEVELOPMENT CENTER

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Providing Tools for Business Success



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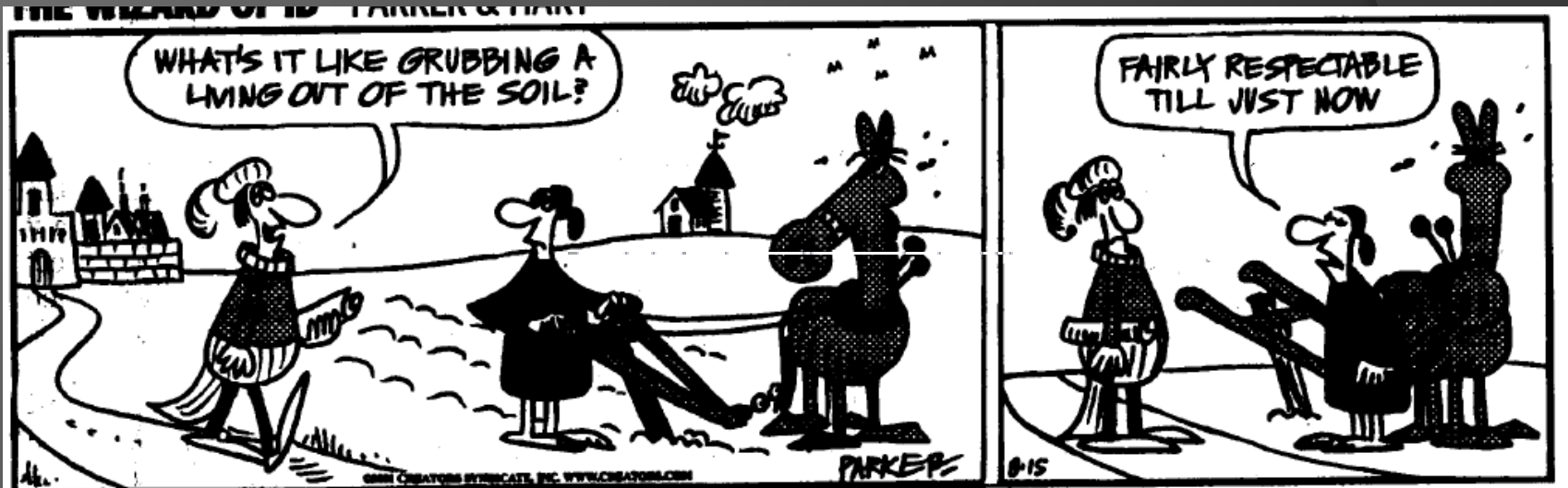
- *Director of the Maryland Rural Enterprise Development Center*
- *Marketing Specialist, College of Agriculture & Natural Resources, University of Maryland Extension.*
- *Over 30 years of experience in production agriculture, agri-business and consulting to this position.*
- *Currently works with agricultural 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

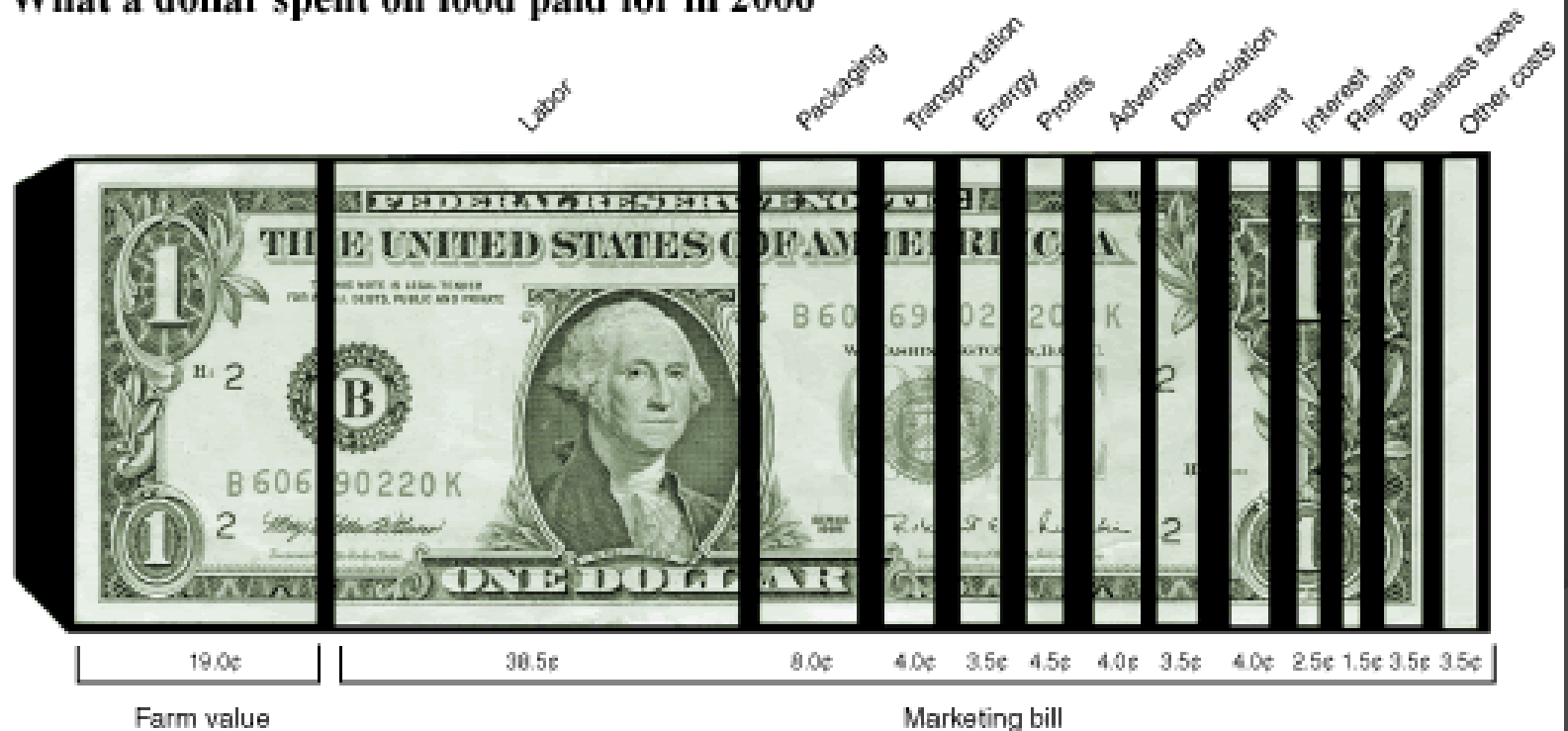
IDENTIFYING KEY ISSUES

Perceptions- Industry Identity Crisis



Farmer's Share of the Food Dollar is now 11.6 cents

What a dollar spent on food paid for in 2006



Source: USDA's Economic Research Service.

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

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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?



Committed to the future of rural communities.

“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



Stakeholders

Web

Access to Expertise

Community

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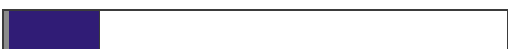





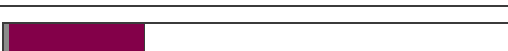
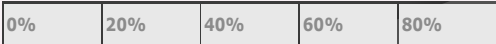
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Examples of Partnerships

- 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?

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

Survey of 11 Ag and Government service agencies

QUESTIONS

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

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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 .*



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



Maryland Rural Enterprise Development Center

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[Dream-Plan-Implement](#) | [Enterprises](#) | [Beginning Farmers](#) | [Food Processing](#)

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Top 10 Pages

[Food Processing - Rules for Specific Foods](#)
[Horse Boarding](#)
[Food Processing - Agencies and Jurisdictions](#)
[Food Processing Enterprises](#)
[Small Farms Course](#)
[Distance Learning](#)
[Dream-Plan-Implement](#)
[Mushroom Enterprise](#)
[Specialty Vegetables Enterprise](#)

Site Features:

New!



More features:



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

www.mredc.umd.edu

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Distance Learning
 Dream-Plan-Implement
 Mushroom Enterprise
 Specialty Vegetables Enterprise

Maryland Alternative Enterprise Center Hotlist

Agritourism
 Alternative Livestock
 Aquaculture
 Forests and Natural Resources
 Grapes
 Horse Boarding
 Mushrooms
 Organic
 Specialty Vegetables
 Trees and Small Fruit
 Urban Agriculture
 Value-Added Marketing
 Value-Added Products

and processing operations.

Additional information concerning food processing in Maryland:

- Maryland Department of Agriculture
<http://mda.state.md.us>
- Maryland Department of Health and Mental Hygiene, Division of Food Control
<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](#)

Standards and Licensing	Agencies and Jurisdiction	Rules for Specific Foods
<p>There are five areas where federal, state, and local governments have instituted regulations to ensure food safety, quality control, and consumer protection.</p> <p><i>Main Page: Standards and Licensing</i></p> <ol style="list-style-type: none"> 1. Food Processing 2. Food Processing Facilities 3. Food Storage 4. Package Labeling 5. Food Distribution 	<p>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.</p> <p><i>Main Page: Agencies and Jurisdiction</i></p> <ul style="list-style-type: none"> • Federal • State • Local • Maryland <p>Maryland Regulatory Environment Interactive Chart</p>	<p><i>Main Page: Rules for Specific Foods</i></p> <ul style="list-style-type: none"> • Meat • Poultry • Dairy • Eggs • Baked Goods • Fruits & Vegetables • Other

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Dream-Plan-Implement | Enterprises | Beginning Farmers | Food Processing

Distance Learning | Resources and Programs

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Distance Learning

[Podcasts](#) [Webinars](#) [Video](#)

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.

Topic	Author	Podcast	Script
Buying an Existing Business	Ginger S. Myers Regional Marketing Specialist for Agriculture and		pdf

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QUESTIONS

- Are there additional topics that the Center should address?

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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



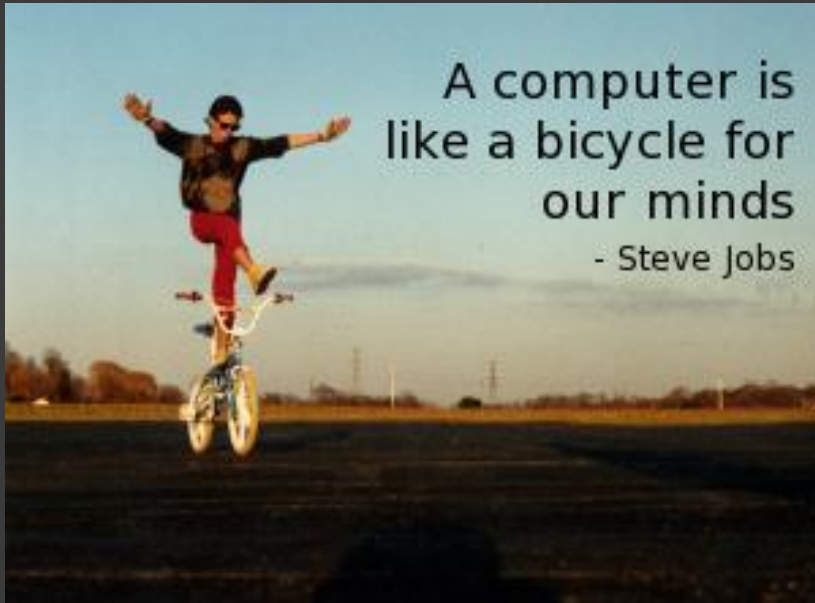
QUESTIONS

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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

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