



# Transitioning to Value-Added Products

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This product development course is an intensive 10 month training program for production ready farmers, ranchers, and nursery/greenhouse operators of Northwest Washington. The program features a unique collaborative teaching team from the agriculture industry, higher education, nursery and business community sectors that will provide participants with business resources and technical expertise necessary to produce value-added products.

## **Location & Class Dates**

Skagit Valley Community College  
2405 E. College Way  
Mount Vernon, WA 98273

Classes are from 8:00am – 5:00pm on the following days:

- November 4, 2008
- December 2, 2008
- January 27, 2009
- February 17, 2009
- March 24, 2009

## **Class Format**

Classes will be held once a month starting in November. They will be focused all day sessions which will cover enterprise analysis, as well as business and market plan development. Guest speakers will be drawn from a wide range of backgrounds to present on the related topics of developing new products. The classes will be delivered in large group settings as well as small group clinics. The small group clinics will provide participants with business development resources in a more hands on approach from experts and mentors within their related fields. Assistance will be provided to participants between class sessions to further product development.

## **Expectations**

Participants will be expected to attend all sessions and complete assignments as provided, plus launch one new value-added product within 1 year's time. On-farm progress assessments will also be necessary after the last class meeting.

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## Course Objectives

- Participants will show an improved understanding of techniques for evaluating new value-added enterprises.
- Participants will understand the purpose of business planning and how to go about developing a business plan.
- Participants will complete a financial projection statement for one product idea.
- Participants will complete a value-added enterprise evaluation and develop a business / marketing plan for one product idea.
- Participants will launch one new value-added product.

## Class Content

### Class 1 - November 4, 2008: Introduction and Overview of Program Events

- Welcoming and Introduction
- Guest Speakers: Klesick Family Farm, Bellewood Acres, & Small Business Development Centers
- Development of a Marketing Plan and Brand
- Enterprise Analysis
- Small Group Clinics: Developing Value-Added Products

### Class 2 - December 2, 2008: Evaluating New Enterprises

- Guest Speakers: NW Farm Credit Services
- Analyzing Costs of Value-Added Products
- Enterprise Budgets and Related Concepts
- Small Group Clinics: Product Development & Enterprise Budgeting

### Class 3 - January 27, 2009: Planning Your Business

- Guest Speakers: Liberty Mutual: Risk Management
- Break-Even Analysis
- Business Planning
- Small Group Clinics: Product Development, Enterprise Budgeting, and Business Planning

### Class 4 - February 17, 2009: A Purposeful Business

- Guest Speakers: Brown & Cole, Stocker Farms, & Ninety Farms
- Marketing Plans and Branding
- Small Group Clinics: Product Development, Marketing and Branding, and Business Planning

### Class 5 - March 24, 2009: Launching Your Product

- Guest Speakers: Stumbling Goat Restaurant, IGFC Meats, & Abbi's NW Fresh Sheet

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- Strategies for Distribution
- Small Group Clinics: Product Development, Marketing and Branding, and Business Planning

## **Policies and Assignments**

### *Assignments*

Work assignments will need to be completed between sessions. Assignments will include completing templates related to enterprise analysis and business / market plan development. Technical assistance for assignments will be available from the project team between classes and after the completion of the final class.

### *Confidentiality*

Participants are under no obligation to disclose proprietary/confidential or technical data and other information relative to their products. Any information shared with collaborators and project team members will be held in strict confidence and only discussed with participant as it pertains to developing their product.

## **Project Team Members**

- David Bauermeister – NABC
- Jake Fowler – NABC
- Gary Merritt - NABC
- Don McMoran – WSU Extension – Skagit County
- Cheryl DeHaan – Whatcom Farm Friends
- Steve Smith – Sunnyside Nursery
- Sharon Collman – WSU Extension – Snohomish County
- Richard Dougherty – WSU
- Fred Berman – WSDA
- Carolyn Henri - Resource Consulting Services, LLC
- Dale Nelson - Food Concepts, Inc.

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