

# TRANSITIONING TO VALUE-ADDED PRODUCTS '08

## WHEN

November 2008 - June 2009

Includes:

- 5 all-day classes (8am - 5pm)
- Scheduled consulting services
- Field Trips
- On-site assessments

## WHERE

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

## FEE

\$250 / organization

- 2 person max / org.

## PROJECT TEAM

The project team has been drawn from a broad knowledge base in food processing, livestock and row crop farming, nursery/greenhouse crops, as well as academic and business management backgrounds.

- Northwest Agriculture Business Center
- WSU Extension
- Washington State Department of Agriculture
- Whatcom Farm Friends
- Bates Consulting
- Food Concepts
- Resource Consulting, LLC
- Sunnyside Nursery

This is a competitive enrollment course and space is limited to 36 participants.

**APPLY TODAY! Applications will be accepted through October 15th.**

Northwest Agriculture Business Center  
(360) 336-3727  
jake@AgBizCenter.org

## Product Development Course

"Transitioning to Value-Added Products" is a subsidized training course that will educate and mentor a selected group of 36 Northwest Washington farmers, ranchers, and nursery/greenhouse operators through the process of developing, launching and marketing a value-added product or service to increase profitability.

### Course Offers:

- Development of a business plan
- Professional plan assessment
- On-site progress analysis
- Market assessment
- Marketing plan & brand development
- Product development & evaluation
- One-on-one mentoring
- Initial production & sales of product



*Value-Added Enterprise Analysis '07 Class*



*Taste & Tell Network Reception '07 Class*

Participants will meet 5 times in Mt. Vernon, WA for an all-day intensive set of workshops and one-on-one mentoring. Technical assistance will be provided between scheduled meetings and after the conclusion of the final class. Participants will be expected to launch one new value-added product or service by the end of the course. For more information about the course visit [www.AgBizCenter.org](http://www.AgBizCenter.org).



Bringing the Farm to Market

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**To apply** please submit the following application form and a brief cover letter. The letter should address your current operation and the value-added product or service you will develop during the course. Return it to our office by October 15th. **DO NOT** include check for course fee. Payment will be due upon acceptance into course.

**\*\*Applicants will be notified of acceptance prior to October 31, 2008\*\***

### **Applicant Information**

Farm/Business Name: \_\_\_\_\_

Name(s): \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Special Needs (please list):

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_

### **Company Information**

Do you grow your own product?: All  None  Some  (please explain)

What do you produce?

Do you have a current business plan? Yes  No

Are you comfortable using Microsoft Office computer software. (i.e. Word & Excel)  
If no, please explain.

Industry sector: Food Crop  Poultry  Livestock  Nursery  Other

Add'l info: