



Funding Your Farm: Selling Your Story in a Business Plan

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MICHIGAN STATE UNIVERSITY | Extension

DEMaND MICHIGAN STATE UNIVERSITY Extension
Developing and Educating Managers and New Decision-makers

MICHIGAN STATE UNIVERSITY | Center for Regional Food Systems

 **GreenStone®**
FARM CREDIT SERVICES



Today's Speakers



Mariel Borgman

Community Food Systems Educator
Michigan State University Extension



Curtis Mahnken

AgPlan & Center for Farm Financial Management
University of Minnesota



MSU Product Center Client Services

- **To build your marketing plan:**
 - Market analysis for specific products or businesses
 - Market reports and trends
 - Consumer analysis
- **Other services:**
 - Unlimited business counseling
 - Value added product development
 - Connections to MSU resources + state and federal agencies
 - Connections to distribution channels

One time \$50 application fee to become a client

<https://www.canr.msu.edu/productcenter/>



DEMaND Bulletin E3424: Marketing Fresh Produce via Direct to Consumer and Intermediated Markets



- Quality standards
- Insurance
- Food safety
- Communication
- Skills
- Pricing
- Customer profiles



Current Direct Marketing Trends in Michigan + Where to Learn More



Michigan CSA Network



Supporting and Promoting
Michigan CSAs
MichiganCSANetwork.org



Michigan Farm to Institution Network

Michigan Farm to
Institution Network



The Michigan Farm to Institution
Network (MFIN) helps people
across the farm to institution supply
chain learn, connect, and
collaborate.

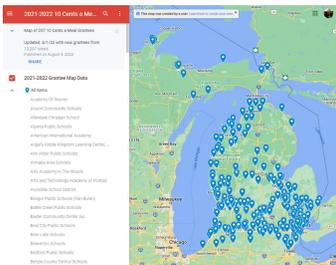
https://www.canr.msu.edu/michigan_farm_to_institution_network/



10 Cents a Meal



Find 10 Cents Grantees Near You at tencentsmichigan.org



Grant program through the Michigan Department of Education to incentivize farm to school sales of Michigan-grown fruits, vegetables and dry beans.



Michigan Agritourism Association



Supports the agritourism industry through promotion, education, advocacy, problem resolution and networking.

www.michiganfarmfun.com



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USDA United States Department of Agriculture

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To file a program discrimination complaint, a complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form, which can be obtained online at www.usda.gov/sites/default/files/documents/usda-program-discrimination-complaint-form.pdf from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
(833) 256-1665 or (202) 690-7442;

email:
program.intake@usda.gov
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Para presentar una queja por discriminación en el programa, el reclamante debe completar un formulario AD-3027, Formulario de queja por discriminación del programa del USDA, que se puede obtener en línea, en www.usda.gov/sites/default/files/documents/usda-program-discrimination-complaint-form.pdf, en cualquier oficina del USDA, llamando al (866) 632-9992, o escribiendo un carta dirigida al USDA. La carta debe contener el nombre, la dirección y el número de teléfono del reclamante, y una descripción escrita de la hipotética acción discriminatoria con suficiente detalle para informar al Subsecretario de Derechos Civiles (ASCR) por sus siglas en inglés) sobre la naturaleza y la fecha de la presunta violación de los derechos civiles. La carta o el formulario AD-3027 completado debe enviarse al USDA por medio de:

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Form AD-3027 - Revised from Revised November 2015