

EmPOWERing Mountain Food Systems (EMFS)

An initiative of the Center for Environmental Farming Systems (CEFS)
Improving & expanding the local food system of Western North Carolina
Serving 12 WNC counties + EBCI

All classes can be tailored to your county's needs for duration, time of day, day of the week, and in-person / virtual format. Classes & events are free unless otherwise noted.

Featured Agribusiness Class Options



Adding Agritourism

Expand your farm business by sharing your passion for agriculture
Topics Covered: how to create experiences, design site plans, procure insurance



Compiling End-of-Year Reports

Wrap up your year with confidence by creating accurate financial statements
Topics Covered: organize data, analyze performance, forecast for next season



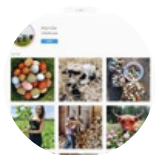
Creating Sell Sheets

Elevate your marketing with sell sheets that effectively showcase your products
Topics Covered: key elements to include, design principles, tailor for target markets



Diversifying Income Through Market Development

Unlock new revenue & strengthen financial stability by tapping into new markets
Topics Covered: identify new markets, develop new products, modify pricing



Marketing Made Easy

Tools and strategies to stand out in a competitive marketplace
Topics Covered: marketing fundamentals, define your brand, build online profiles



Optimization for Farmers Markets

Practical insights to create a standout stall that attracts and retains customers
Topics Covered: merchandising products, engaging with customers, conflict resolution



So You Want to Start a Farm... Now What?

Essential knowledge, tools & strategies to transform farming dreams into reality
Topics Covered: set goals, write a business plan, understand costs & funding
\$ Paid speaker through the Small Business Center

To schedule, contact Project Director Laura Lauffer @lwlauffe@ncsu.edu





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Featured Agribusiness Class Options



Successful Grant Writing

Securing funding that can support and expand your agricultural ventures

Topics Covered: find grants, craft a compelling proposal, gather support documents



Succession Planning for the Next Generation

Plan to ensure a successful transition of your farm to the next generation

Topics Covered: evaluate current operations, identify successors & legal implications

Additional Class Options

Brand building - E-Commerce - Enterprise budgets - Farm taxes - Food truck development - Form an LLC - Getting into retail - Lean canvas - Liability - Margin management - Social media marketing - Quickbooks - Vertical integration - Website design - Writing a business plan

Other Events



Getting Ready for Retail - Workshop Series

A series of workshops for consumer packaged goods on food safety regulations and inspections, packaging, labeling, budgeting, and sales channels. With optional in-person commercial kitchen tours

\$ Paid speaker through the Small Business Center



Grower-Buyer Meet Up

A dynamic event that brings together farmers, chefs, and retail stores to engage in face-to-face conversations and explore potential partnerships

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Scan to learn more about EMFS



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