



# FOOD & FARM FINANCING SUMMIT

Connecting Small Business Counselors with Lenders & CDFIs

Emily Edmonds | CEFS – NCGT | March 15, 2017

[www.ncgrowingtogether.org](http://www.ncgrowingtogether.org) | [www.localfoodeconomies.org](http://www.localfoodeconomies.org)

# NC Growing Together at the Center for Environmental Farming Systems



## Farmer capacity

- Food safety, market channels, production techniques, buyer connections



## Supply chain expansion

- Wholesale and institutional partner connections, infrastructure assessment and business feasibility



## Producer & processor capacity

- Resource development for meat, dairy, seafood, produce, and value-added products



## Supportive business environments

- Local government integration; small business development and support for food-based entrepreneurs

North Carolina Growing Together is a five-year USDA-funded project aiming to strengthen and expand local and regional food supply chains and to model this work for other geographies in the U.S.



**NC GROWING TOGETHER**

*Connecting Local Foods  
to Mainstream Markets*



United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture

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# Local Food Supply Chains

## Producer Inputs

seeds, equipment, stock, land, water

## Production

land, water, the business of farming, technique, methods, labor, certifications

## Storage & Processing

harvest, cooling & storage, packing, processing, food manufacturing, aggregation

## Distribution & Sales

wholesale/retail, institutional buyers, chefs, trucking, warehousing, sales teams

## Consumption & Access

grocery & retail outlets, foodservice, food banks/pantries, farmers markets

# NCGT & CEFS: RESOURCES AND TOOLS

April 11, 2017 | 10 – 11 a.m.

## START OR GROW A FOOD BUSINESS IN NORTH CAROLINA

*A Marketing Webinar for Small Business Counselors*

**What you'll learn:** This webinar will train small business counselors and developers on the best ways to work with food businesses in their region, with particular emphasis on value-added food producers, caterers, personal chefs, food truck operators, and other local food innovators. The session includes an overview of the growing food startup scene in North Carolina, common struggles for growing food entrepreneurs and how to overcome them, resources to help food makers in the state, and strategies for helping your clients grow their food business.



**About the instructor:** Jill Willett is the founder of Coaching for Cooks and a former food maker herself, the founder of a Bay Area-based organic baby food company. As a marketing coach for food entrepreneurs, Jill works with food companies to create their "authentic marketing plan," helping them get the word out about their business without feeling pushy or salesy. She's the founder of Triangle Food Makers, a group that brings together local food entrepreneurs, a cooking class instructor, a former blogger, and an avid fermenter.

**SPACE IS LIMITED!**

Register today at [www.ncgrowingtogether.org/events](http://www.ncgrowingtogether.org/events).



## FARM & FOOD RESOURCE GUIDE FOR SMALL BUSINESS COUNSELORS

Drafts are on the tables throughout the room.

Please provide feedback on this guide (which will be released as an online directory and a PDF file)!

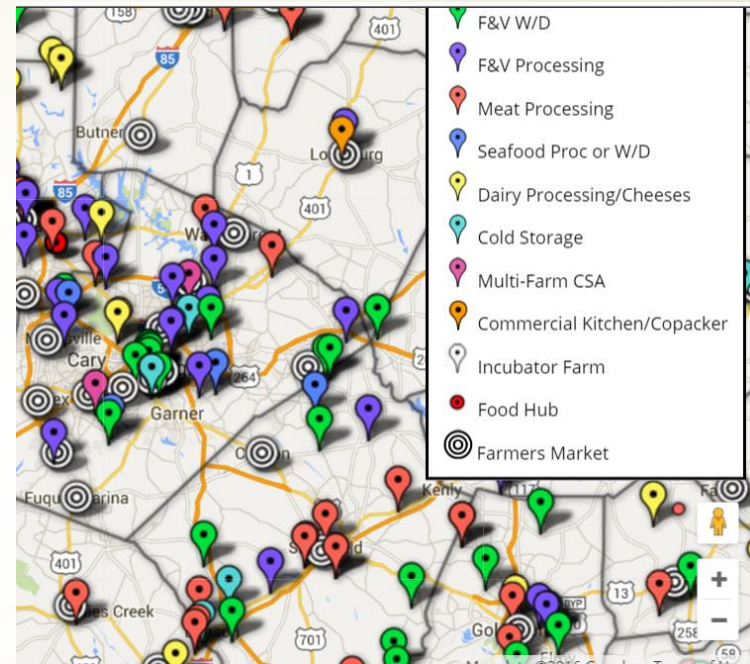
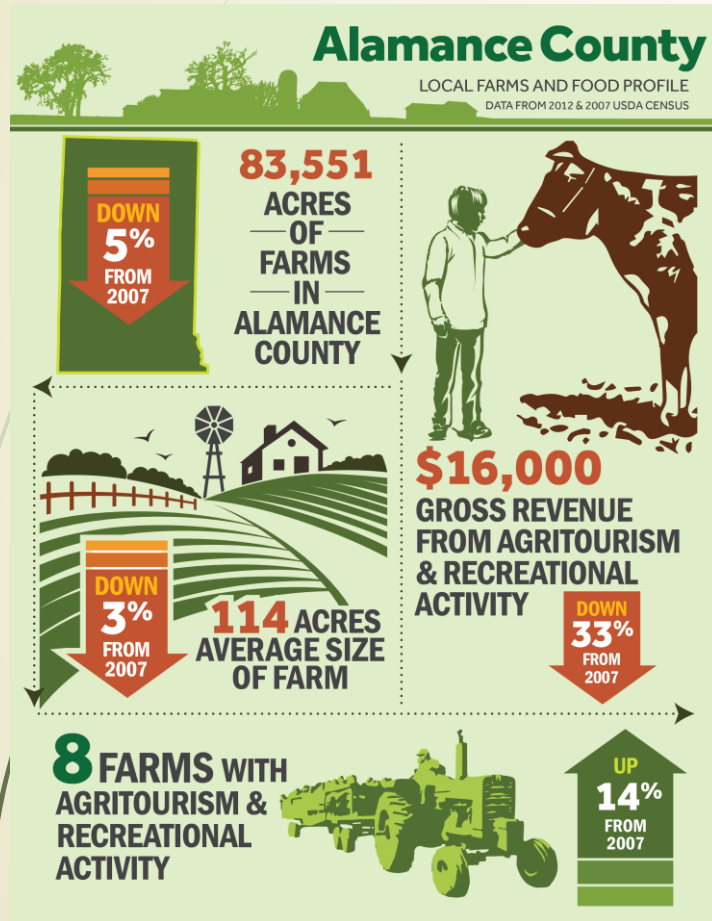
## UPCOMING EVENT: Value-Added Webinar, Part II

How Incubator Kitchens Work with SBCs  
to help food businesses start and expand in North Carolina

**May 2017**



# NCGT & CEFS: RESOURCES AND TOOLS



**COMMUNITY FOOD STRATEGIES**



[WWW.LOCALFOODECONOMIES.ORG](http://WWW.LOCALFOODECONOMIES.ORG)

# PANEL PRESENTATIONS

AgCarolina Farm Credit

Carolina Small Business Development Fund

Natural Capital Investment Fund

NC Rural Center Farm Service Agency Loan Programs

NC Rural Center Microenterprise Loan Programs

Self-Help Credit Union

# AgCarolina Farm Credit

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AgCarolina Farm Credit  
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**AgCarolina**  
FARM CREDIT





# Carolina Small Business

DEVELOPMENT FUND

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Visit us at:

[www.carolinasmallbusiness.org](http://www.carolinasmallbusiness.org)





# Natural Capital Investment Fund

## NCIF's Support for Agricultural Enterprises

- ➔ Loans (up to \$750,000) for producers, aggregators/distributors and end markets
- ➔ Technical assistance to potential borrowers
- ➔ Farmers of Color Initiative: Loans, Accounting Assistance Program, Farm planning assistance



[www.ncifund.org](http://www.ncifund.org)

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# **FSA Farm Loan Programs**

## **In Partnership with the NC Rural Center**

<https://offices.sc.egov.usda.gov/locator/app?state=nc&agency=fsa>

**Barry Ryan**  
**barry@ncruralcenter.org**

# Microenterprise Loan Program

Amanda Young

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[www.ncruralcenter.org](http://www.ncruralcenter.org)



EST. 1987



Ownership & Economic Opportunity for All

\$1.2 billion to 4,800 entrepreneurs  
\$1,000 - \$10+ million



TERESA SCARLETT

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# SPEED-NETWORKING ROUNDS

1. Form a small group of 2-5 people (preferably from the same geographic region).
2. Pick a table to start at (don't worry, you'll get a chance to talk with everyone!).
3. Discuss any particular client projects, funding programs, or lending that you are interested in with the agency representative.
4. After five minutes, groups will rotate to the next table, and so on until all groups have met with each lender.
5. Feel free to ask questions if you need any assistance!



## Lender Contact Information

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## NC Growing Together Contact Information

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[www.ncgrowingtogether.org](http://www.ncgrowingtogether.org)  
[www.localfoodeconomies.org](http://www.localfoodeconomies.org)

**Please take a moment to fill out an evaluation!**