

Business Plan Team for Agricultural Community Center (ACC)

Agricultural AD HOC

October 24, 2013 10:00 – 11:00

Session ONE

Attending: Scot Mackinnon, Nancy Mackinnon, Linda Stuhlman, Marianne Halpin

A handout called *Building Successful Food Hubs*, was distributed and all agreed they would review the material for discussion at the next meeting,

Business Plan development: The bulk of the hour consisted on discussion regarding 'three most important objectives for the HPCC.

The point in condensing and/or streamlining the ideas as stated in the Steap and Summary will help to organize details under each heading as the Business Plan develops.

The goal was to keep the discussion and brainstorming around the main three objectives and exclude details. A mission statement and executive summary will include objectives. The business plan will detail strategy around the objectives. While all parts of the business plan will need tweaking as new understandings arise, the three objectives will serve as a guideline to stay on tract.

OBJECTIVES: (This is a rough draft of each objective and wording will be revised as needed.)

1. To introduce organic agriculture within the Region and within East Haddam.
2. To build a food processing center. This will serve as an education center along with other functions.
3. To encourage Agri-Culture while reaching out to the communities' existing farmers; new farmers; and incorporate a young farmer's program which in turn will enhance job creation.

Other points (fragments) mentioned that will be discussed further in future planning session:

- The project to be sustainable and self-sufficient.
- The project to be financially viable within time and not a draw to town

- The thoughts surrounding a profit business vs. agriculture and how the two are interchangeable in an ever-changing agriculture business.
- The importance of a separate business plan under the each objective. It was suggested that each category will have its own detailed plan and approach under the overall heading of The Business Plan.
- A discussion surrounding the word 'incubator' and when and how the verbiage will be incorporated into the plan.
- The need for a template or survey to gather information when visiting farms or on field trips.
- To review the NOFA booklet and target other farms to visit for information gathering.
- The HPCC should be organic but also allow non-organic.

It was decided that the group will meet weekly for 90 minutes in effort to complete a draft in good-time.

It was suggested that all members read through the written materials pertaining to Agriculture business plan development sent by Linda via email and write ideas, thoughts, and suggestions under each objective in preparation for next week's meeting on October 31, 2013. Many points mentioned at this meeting would fit under one of the three objective categories. This exercise will expedite discussions for strategy planning.

Possible farm visits mentioned to date:

Food Hub in Mass. Nov. 6, 2013

Massaro Farm in Woodbridge CT. (started a successful incubator project for young farmers on town owned property and is self-sufficient) No date

White Gate Farm, Lyme (totally organic farm, sells veggies to Adams Supermarket in Deep River and has several other functions such as kitchen, and rental of property. No date

Submitted by:

Linda Stuhlman