



# Calling Foodpreneurs

## Growing Small Businesses

### What is a "foodpreneur"?

A person who creates a business opportunity with food - may be a farmers market vendor, baker, meat producer, specialty food makers, food truck vendors, and more.

### Spend a day learning ...

How to grow a food-based business?

Resources for local food projects and agri-tourism

How local foods can be grown into a year-round business model?

Foodpreneur opportunities for people of all ages

How local foods become a win/win for small towns

How to assess the market for gaps and pricing

Marketing strategies

Helping producers follow the law

State programs to support local foods

How local foods builds community

### THURSDAY, JULY 15, 2021

### DAY TRIP TO ROLLA

**7:00 AM**

Depart Grafton for Rolla

**9:30 AM**

Tour Mickelson Farms

**11:00 AM**

Tour Dunlop Ranch Farm (local meat producer)

**12:00 PM**

Lena's Farmers Fresh Market

**1:00 PM**

Lunch and discussion at the Mickelson Farm

**4:00 p.m.**

Depart Rolla

### Meet our Rolla Host ... Danielle Mickelson



Danielle Mickelson is a former high school English teacher who has a passion for food that became a career. In 2017, she officially quit teaching to focus full-time on farmers market ownership, fruit and vegetable production, canning, artisan baking, and the growth and expansion of Mickelson Tiny Plants and Lena's Fresh Farmers Market.



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## Food Incubation

### Why develop a community/regional food incubator?



The Red River Regional Council is currently exploring the development of building a food incubator as part of an innovation lab that would be headquartered in Grafton. The goals of developing a community/regional food incubator are: to further develop foodpreneurs and help to bring them to market, be used as a people attractor by drawing more people to the community/region with more unique products, and doing all of this while complimenting local grocery stores rather than competing by offering unique locally-produced foods.

### What is Food Incubation?

Food incubation is a unique and highly flexible combination of business development processes, infrastructure and people, designed to nurture and grow new and small food-related businesses by supporting them through the early stages of development and change.

### Using a Commercially Licensed Kitchen to Grow Home-based Food Businesses?

Accessing a commercial kitchen will allow foodpreneurs the ability to use one without having to spend the upfront costs of building one. It also provides a collaborative environment with other foodpreneurs to work on finished food products. Commercially licensed kitchens also gives the ability to ship finished products which helps foodpreneurs grow their potential market.

### Incubator and Foodpreneur Arrangements

There are different types of incubators and they each have different types of arrangements for accessing them. Some of the different arrangements are through memberships, hourly rental rates, as well as food and equipment storage on site.



### Serviced provided by food incubators

- Commercial Kitchen Space
- Networking Classes
- Business Consulting Services
- Packing and Distribution Support
- Business Classes: pricing, product development, scaling up home based businesses, financial management, financing, and marketing

### How can a food incubator be utilized?

- Food Lab - experiment
- Popup Restaurant Venue
- Business Classes - providing experiential events to attract people and grow
- Canning Farm - year-round sales
- Limited Hour Retail Outlet - growing retail market for foods with multiple small scale vendors
- Graduate Entrepreneurs - open up own shops in region

### Who benefits from food incubators?

- Young Chefs
- Bakers
- Catering Companies
- Food Truck Owners
- Farmer's Market Vendors
- Community Event Vendors
- Small Level Food Product Innovators
- Communities/Regions