

News Release
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Agripreneur Class Offers Help for Food and Farm Businesses

TRAVERSE CITY, MI – A series of classes in Traverse City will help entrepreneurs learn how to start or grow a food or farm business. “AgriPreneur 2.0: Developing Your Food or Farm Business” will be offered in eight, three-hour long classes beginning February 3. The class is co-sponsored by the Michigan Small Business Development Center (SBDC) and the Michigan State University Extension (MSUE) Product Center.

The intensive training will use Michigan’s FastTrac NewVenture® curriculum and is designed for the serious agripreneur who knows what he or she wants to do but may need added guidance in launching their start-up or taking an existing business to the next level. The training is not suited for individuals still looking for their start-up idea.

Instructors for the classes will be SBDC Small Business Consultant, Annie Olds and MSUE Product Center Innovation Counselor, Wendy Wieland. Both are seasoned consultants who grew up in the farming industry. Participants in the class will receive a text book, one-on-one counseling assistance with both instructors, and networking development. There will also be expert guest speakers including a successful entrepreneur, a CPA, an attorney, an insurance specialist, and a product development expert.

The classes will be held in Traverse City on Tuesdays from 3:00 p.m. to 6:00 p.m. beginning February 3 and running through April 7. There will not be class on February 24 or March 31. The cost of the class is \$250 per person, with a discounted rate of \$100 for a second person from the same farm or business. Class size is limited, and pre-registration and payment are required. Contact the SBDC Northwest Regional office at 231-922-3780 for a brief consultation and registration/payment.

The SBDC is a statewide business assistance program that provides one-on-one counseling, training, and research support for Michigan small businesses. The Northwest Michigan Regional office is hosted by Networks Northwest. For more information, go to: northwestmichiganbusiness.com.

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Board Chair: **Dave R. Adams**
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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at tomwhite@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5044. Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our web site, networksnorthwest.org

Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.