Entrepreneurship

The Essence of Developing Entrepreneurial Food Businesses

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What is an entrepreneur?

- Literally means "to take action"
- One who "shifts...resources out of an area of lower and into an area of higher productivity"
 - A Food Business Entrepreneur adds value to agricultural commodities
 - Brings useful products to market
 - Increases standard of living

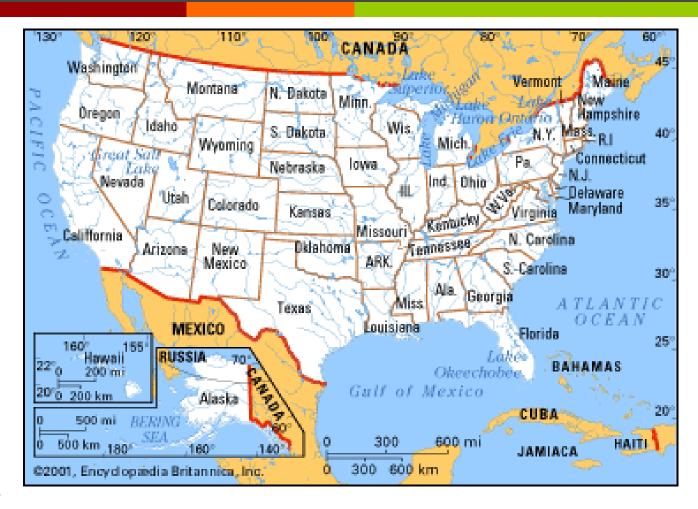




Program to Develop Food Businesses 🐬



Why a program like this in Nebraska?







People, land and agriculture

- Only 1.8 million people
- Nebraska's total area, including land and water, is 200,358 square kilometres. (Land area alone is 199,113 square kilometres).
 - **7** 15th out of the 50 US States in land area.
 - 93% of the land area is used for Agriculture
- Mostly Plains / Excellent Large-Scale Farming
- Underground water resources (aquifer)
 - 8.2 million acres (3.2 million hectares) irrigated





Economy dependent on agriculture...

- When crop and meat prices are high, economy is good
 - Economy suffers when...
 - Prices are low
 - Weather limits production
- Need to "add-value" to commodities
 - 7 Food processing is a natural business
- University of Nebraska, as a "Land-Grant"
 University has a mission to help the state and its economy





The UNL Food Processing Center

- Developed in early 1980's.
- Stimulates the development and growth of Nebraska's food processing industry
 - Provides integrated scientific, market/business development, technological, pilot plants and product development services
 - 7 Full time professional staff dedicated to this mission with close support of faculty
 - Supports all size businesses
 - Specialized entrepreneurial assistance program





Food business entrepreneur program

- Created in 1989
- Only US program providing comprehensive assistance to individuals wishing to develop a food manufacturing business
- Combines business and technical assistance.







Phase one

- One-day From Recipe to Reality Workshop
 - **尽** Food Safety
 - Product development & processing
 - Packaging
 - Labelling
 - Market Research and Pricing
 - Business Plan Development
 - Pricing
 - Product introduction and Promotion
 - Legal and business structure





Many people want to be entrepreneurs / own their own business...

- Not everyone ready, able or has the right personality to be an entrepreneur
 - ★ First stage designed to discourage those not truly interested
 - Gives us a chance to work with only those that are most interested and committed





Phase two

- Integrated individualized follow-up services customized to client needs
 - Food Scientists
 - **▼** End Use Quality / Consumer Needs
 - Processing Technologies
 - Product Development and Sensory Analysis
 - Ingredient Uses / Functionality
 - Labelling and Nutrition
 - Business Professionals
 - Business Plan Development
 - Financing
 - Distribution





Goals and success

- Rural Economic Development
- Increasing Farm Income
- Capturing Value
- Reduced Food Miles / Local Foods
- Empowering Families

Since 1989, 61% of the businesses that were started remain in existence





Model applicable anywhere... with any product or service.

- Combine individualized business and technical assistance
 - Focused on increasing sorghum / millet use in East Africa







Making entrepreneurship happen

- 7 Takes people, money, and infrastructure
 - People: Elements of risk taking
 - Money: Small (and Large) Capital
 - Infrastructure: Interdisciplinary technical and business knowledge availability
 - In USA − Most applicable to Land-Grant Universities
 - **尽** Elsewhere − Where structures exist for interdisciplinary knowledge transfer





Can you teach entrepreneurship?

- Probably not quickly
 - And probably not for the kind of program outlined
 - 7 You can *improve* the chances for success
- Student programs an option
 - Make entrepreneurship a part of college / university culture for faculty, staff and students





"Universities create the future"

Engler Entrepreneurship Program (Minor)

- Engler Scholarships
- Engler Entrepreneur in Residence
- Applied Undergraduate Research
- Internships and Field Placements
- Engler Program Capstone Course

- Engler Entrepreneurship Course Development
- Entrepreneur Camp
- Husker Horizons
- International Experience
- Engler Venture Capital Fund
- Paul Engler Agribusiness Entrepreneurship Chair
- Paul Engler Lectureship Series





Sorghum food business entrepreneurship 7

What is the program...and does it work?





