INTRODUCING
THE FARM AND FOOD BUSINESS ACCELERATOR!

The Farm and Food Business Accelerator (FFBA) is a newly established initiative offered by CADE and SUNY Cobleskill designed to deliver comprehensive business development services and support to a cohort of 10 established, promising agribusiness entrepreneurs ready to grow, expand, or transition into value-added production. Our goal is to accelerate their success, measured by increased value-added products, revenue, and job growth.

Inside this toolkit you’ll find:

- Program overview and key dates
- Contact info
- Press release
- Suggested newsletter language
- Example social media posts

Feel free to adjust any wording/captions to fit your organization's voice, or use them as a guide to create your own posts from scratch.

Thank you so much for spreading the word!
Overview

Website: www.cadefarms.org/ffba

Contact: Rhiannon Wright
Program Coordinator
rhiannon@cadefarms.org

Seth Browe
Coordinator
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Key dates:
• Applications open - 8/17/2021
• Applications due - 9/27/2021
• Cohort chosen - 10/29/2021

Connect with us:
Facebook: @cadefarms
Instagram: @cadefarms
Twitter: @cadefarms

For information on program eligibility and application evaluation, please visit this link (https://tinyurl.com/4c8e2vk5). To read more about CADE visit our website (www.cadefarms.org).

Key eligibility detail: Entrepreneurs selected for this program must present a proposed new business venture for which they seek support that will have an impact in the Mohawk Valley region of New York State, whether as the result of an existing or new business location or as the result of sourcing goods or services from producers in the region.

The Mohawk Valley includes Fulton, Herkimer, Montgomery, Oneida, Otsego, and Schoharie counties (Region 6 on the map above).
CADE & SUNY COBLESKILL ACCELERATE FARM AND FOOD BUSINESSES WITH NEW FFBA PROGRAM

ONEONTA, N.Y. -- The Center for Agricultural Development & Entrepreneurship (CADE) and SUNY Cobleskill’s Institute for Rural Vitality announce the launch of their newest collaboration, the Farm and Food Business Accelerator. Building on the existing work of the Mohawk Valley Farm & Food Business Incubator, this new program has been made possible through a USDA Agriculture Innovation Center grant. This is one of just three centers funded in 2020 by the USDA Agriculture Innovation Center program across the United States.

The FFBA is designed to deliver comprehensive business development services and support to a cohort of 10 established, promising agribusiness entrepreneurs ready to grow, expand, or transition into value-added production in the Mohawk Valley. Our goal is to accelerate their success, measured by increased value-added products, revenue, and job growth. Entrepreneurs who are a fit for this opportunity are those in need of assistance bringing a new food or beverage product from idea or concept into commercial-scale production, OR entrepreneurs ready to expand by bringing their existing value-added products to scale with enhanced production or processing systems.

As small businesses adapt to an ever changing economy, this accelerator program comes at a great time to launch small businesses into the next phase with strategic planning, economies of scale and collaboration, and mentorship. “The Agriculture Innovation Center is all about moving our region’s farm and food industries forward and building networks that allow growers and producers to interact with one another, learn from one another, and ultimately encourage progress and expansion within each entrepreneur’s particular area of agriculture,” said Dr. Scott Ferguson, executive director of the Institute for Rural Vitality at SUNY Cobleskill. “We appreciate the USDA’s recognition and support for the vital services our two organizations can provide to the region’s agricultural community.”

“We are particularly excited to offer our support services to more established businesses - including from our Food Science faculty, use of our on-campus commercial kitchen and creamery facilities for launching new products, our local food retail outlet for piloting new products, and more,” Ferguson continued. Together, SUNY Cobleskill and CADE, will connect the dots across the supply chain, providing direct support from production to distribution, expanding businesses and providing economic growth to not just these farm and food businesses, but the community.
“Our farmers and food producers are society’s bedrock, and an investment in support structures like the Agriculture Innovation Center is an investment in the health of our communities on a larger scale. This program, with the support of the USDA, allows us to respond to the challenges the industry is facing today and offer the most relevant resources to ensure a healthy, and sustainable, future for our region,” said Phoebe Schreiner, executive director of CADE.

“By the time this cohort ‘graduates’ from the Accelerator program, we will have helped them expand to new markets, get a branding facelift, launch new products, move into value-added production, obtain grants or loans or investment, identify new distribution channels, and other services to help their businesses grow. We are so proud to partner with SUNY Cobleskill on this program so we can invest these precious resources strategically in central New York - expanding our agribusinesses, growing our agricultural economy, and strengthening the local food system”, said Schreiner.

Our FFBA cohort should expect to receive a complete suite of services and resources tailored to their specific needs from SUNY Cobleskill and CADE such as: support on new product development from a food science expert, completion of a scheduled process, technical support on marketing strategy, legal and financial advisory services, and outreach assistance to connect and maintain positive relationships with distributors, retailers and wholesalers, institutions and restaurants, inside and outside the Mohawk Valley. Applications to apply to the FFBA program are open until September 27. Accepted applicants will begin a 18-month intensive with full service support thru May 2023. Entrepreneurs interested in applying should visit CADE’s website or contact Rhiannon Wright at rhiannon@cadefarms.org

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ABOUT THE ORGANIZATIONS:

About SUNY Cobleskill:
With an emphasis on applied learning and experiential, interdisciplinary education, SUNY Cobleskill prepares students for successful careers, advanced studies, and engaged citizenship. An accredited, baccalaureate, residential college, SUNY Cobleskill fosters a rich academic tradition that spans more than 100 years. Today, students are enrolled in 58 baccalaureate and associate degree programs offered through two schools – The School of Agriculture and Natural Resources, and The School of Business and Liberal Arts and Sciences. More information about SUNY Cobleskill can be found at Cobleskill.edu.

About the Institute for Rural Vitality:
The Institute for Rural Vitality addresses the region’s most pressing issues to develop and enact sustainable solutions to enhance community and economic vitality in rural New York. Each of the five centers complements SUNY Cobleskill’s academic programs to support research opportunities for faculty and students as well as internships and applied learning opportunities. To date, the Institute has been instrumental in securing more than $6 million for community-based economic development projects and actively recruited a private partner poised to build an $84 million grow center on campus. The Institute’s commitment to regional development has recently been
recognized by the American Association of State Colleges and Universities (AASCU) as the recipient of its 2019 Excellence and Innovation Award for Regional and Economic Development.

**About the Center for Agricultural Development and Entrepreneurship:**
The Center for Agricultural Development and Entrepreneurship (CADE) is a 501(c)3, not-for-profit organization whose mission is to increase the number and diversity of successful farm enterprises and related businesses in upstate New York. CADE seeks to build a vibrant food system in which locally owned agricultural businesses thrive and consumers are nourished by healthy, sustainably produced food. Visit our website at cadefarms.org and sign up for our mailing list to stay informed about our workshops and other CADE activities.

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**Media Contacts:**

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CADE and SUNY Cobleskill’s Institute for Rural Vitality are now accepting applications for their newest collaborative program, the Farm and Food Business Accelerator (FFBA). If you are a farm or food based business that needs support to create a value added product, this is the program for you!

The FFBA will support to an intimate cohort of agribusiness entrepreneurs ready to grow, expand, or transition into value-added production in the Mohawk Valley. Whether food, beverage, or fiber products, CADE and SUNY Cobleskill will support cohort members along every step of the development process, from recipe testing to processing and distribution.

Candidates selected to participate in the cohort will be provided intensive, full service support through the Accelerator from November 2021 - May 2023 including:

- value-added product development guidance from a food science expert
- access and referrals to processing facilities
- labeling and food safety support
- financial and legal advisory services
- completion of scheduled process
- peer mentoring and more!

Geographic area
Entrepreneurs selected for this program must present a proposed new business venture that will have an economic impact in the Mohawk Valley region of New York State (Fulton, Herkimer, Montgomery, Oneida, Otsego, and Schoharie counties).

"Economic impact" can take a variety of forms. If your business is not located in the Mohawk Valley, it is still possible to have an economic impact in the area through your business activities. Some examples include: sourcing ingredients from regional farms, using a processing facility in the area, or extending your distribution into the Mohawk Valley.

The program is completely free, but is application only. Applications are open now until September 27, 2021! Learn more by visiting CADE’s website - www.cadefarms.org/ffba.
Example Social Media Posts

All images are available a .png files [here](https://tinyurl.com/xbfz9v3a)

Option 1: standalone graphic

Caption: (use for either option)

Are you a farm business looking to add or expand into value added production?

@cadefarms and @sunycobleskill invite you to apply for their new FFBA program. The FFBA is designed to assist Mohawk Valley entrepreneurs looking to expand their enterprises through value added products.

Application are open through September 27, 2021 - learn more on CADE's website!

introducing

THE FARM & FOOD BUSINESS ACCELERATOR

An 18 month cohort program providing full spectrum support to Mohawk Valley farm and food businesses looking to launch new farm-based value added products

APPLY NOW!

[www.cadefarms.org/ffba](http://www.cadefarms.org/ffba)
Option 2: image series - all three images below are meant to be used in sequence in one post ("select multiple" on Instagram or Facebook)

introducing -

THE FARM & FOOD BUSINESS ACCELERATOR

Are you a farm or food/beverage business in the Mohawk Valley? Do you need support to help you launch a new produce or service?

APPLY TODAY!

CADE + Cobleskill Institute for Rural Vitality
introducing -

THE FARM & FOOD BUSINESS ACCELERATOR

an 18 month cohort program providing intensive 1:1 business and product development services to farm and food entrepreneurs

WWW.CADEFARMS.ORG/FFBA

Services include:

• value-added product development guidance from a food science expert
• access and referrals to processing facilities
• business development support
• financial and legal advisory services
• completion of scheduled process
• peer mentoring and more!

APPLY TODAY!
WWW.CADEFARMS.ORG/FFBA