



**Agricultural Entrepreneurship Development Program**

Project Director: Lauren Kemp

The Wild Ramp

Beginning Farmer and Rancher Development

Program Award 2015-04796

# Project Audience



Where: Huntington, WV -primary location

-the project will attract participants from five adjacent counties.

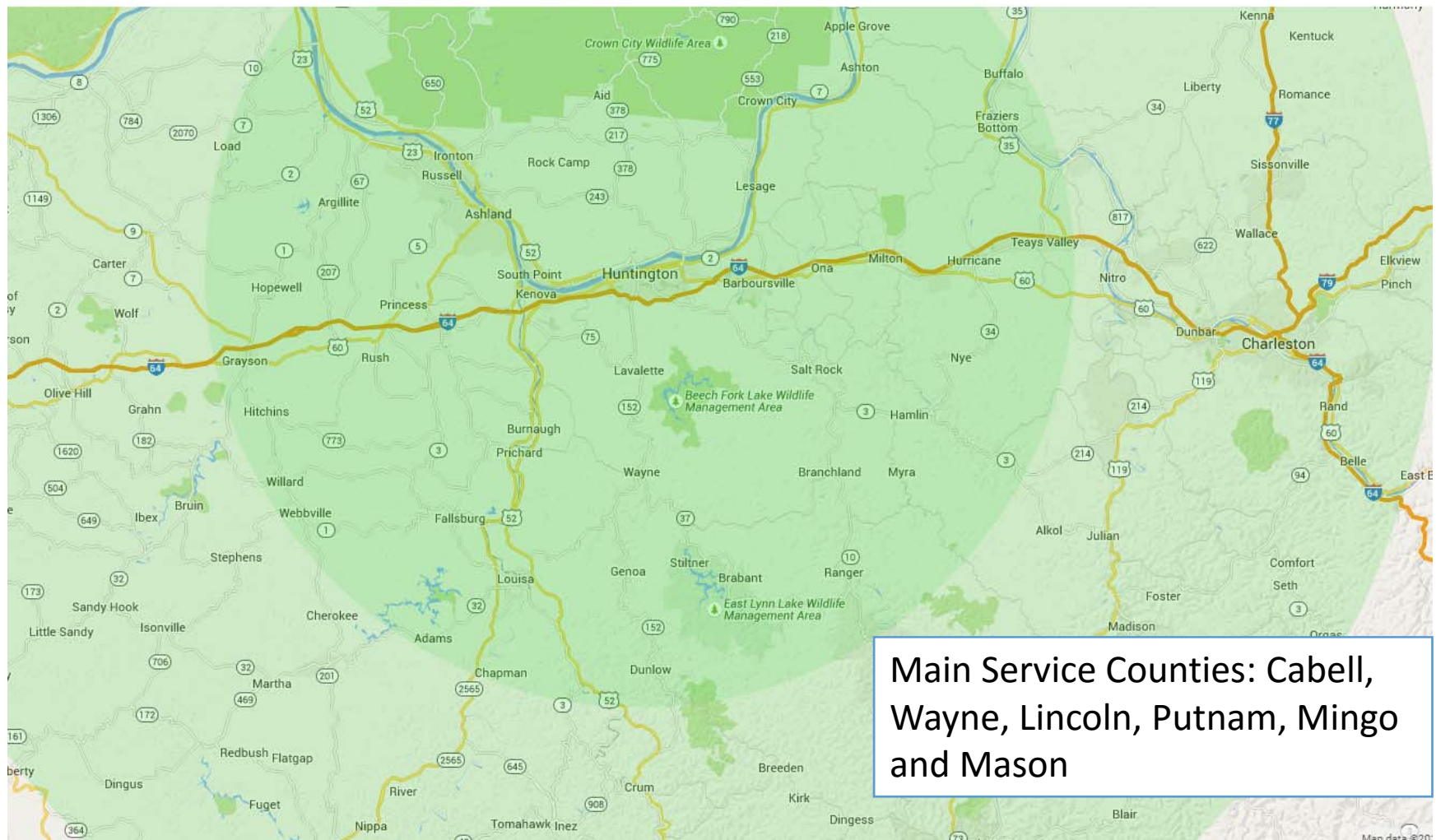
## Who: Farm Entrepreneurs

- 1) General-55%
- 2) Veterans-10%
- 3) Social Disadvantaged and Low Resource-35%



Beginner Farmers growing small grains, vegetables, fruits and  
Ranchers with poultry, eggs and other livestock

SD/LR will be in the exploration phase and startup phase, the  
general population and veteran will range from start up to 10 years.



# Partnerships Make Refresh Appalachia Possible

Provide the staff and physical location to manage the demonstration sites and serve on the project development team.



Provide the outreach and training workshops to BFR for business and production management and serve on the project development team.

Agricultural Innovations Program will keep the demonstration sites running efficiently and using the latest technologies. Provide an annual "Lean" assessment and serve on the project development team





# R E S O U R C E S



## High Tunnel

30'x60'

We will be moving and improving on our existing high tunnel.



## WestEdge Factory

100,000 sqft

Once a warehouse for clothing production this space is being revitalized and will feature several indoor growing installations.



## Wide Open Spaces

There are 1,000+ acres of reclaimed surface mines and undeveloped land tracts that the program will use to grow food and energy inputs.

# Key Approach



- ✓ Our model combines on the job training for SD/LR young adults interested in Ag-entrepreneurship with a broad outreach training program for BFR
- ✓ We will utilize Learning Farm Incubator sites to host hands-on demonstrations and trainings
- ✓ We will engage a network of Ag production experts to design and deliver training to our audience
- ✓ We will utilize The Wild Ramp market to sell our products and build volume buying relationships.
- ✓ The revenue generated by the real-time production will support our social mission and subsidize our training programs.

# Overall Target Outcomes



Goal	Objective	Outputs	Outcomes
1) Train and educate Beginning Farmers and Ranchers (BFRs) through workshops and demonstrations	Enhance business entrepreneurship and farm management knowledge amongst BFRs	1) 50 BFRs gain new knowledge and skills from workshops and demonstrations (10% will be Veterans)	1) 15 BFRs diversify into new markets or enterprises 2) 15 new farm start-ups in the tristate region
2) Establishment of Learning Farm Incubator (LFIs)	The creation of permanent LFIs to train and develop BFRs	4) 2 new LFI demonstration sites	3) 1 permanent regional system to support BFRs and accelerate entrepreneurship in farming
3) Employ disadvantaged youth BFRs to operate LFIs	Educate and train employees through on-the-job training and an associates degree in entrepreneurship	6) 2 disadvantaged youth BFRs employed into program	4) 2 enrolled in Associate's degree program in entrepreneurship 5) 3 FTE in agriculture created



# A Vision for a Thriving Appalachian Economy

*We envision a brighter future for Appalachia. So we are actively engaging people in agriculture to create our own jobs, revitalize abandon landscapes and rebuild our transitioning economy from the ground up.*



# We want to learn...



- About other Ag based job training models and farm incubator projects!
- Tips for integrating technology or available technology for high tunnels and vegetable production

# Contact Information



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