



**Today's webinar will start at  
11 am Pacific / 12 pm Mountain**



**University of Idaho  
Extension**

Visit us at [www.cultivatingsuccess.org](http://www.cultivatingsuccess.org)



Scale-Up! Resources for Growing Markets,  
Value-Added and Local Food Businesses

March 19, 2024



# The Cultivating Success™ Program was established in 2000 by...



**University of Idaho**  
Extension



**Food Systems**

WASHINGTON STATE UNIVERSITY

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# 2024 Webinar Series

## Supporting Direct Marketing Farms and Ranches in Idaho

### 3/5 Session 1

Here to Help! University of Idaho  
Extension – Recording on website

### 3/7 Session 2

Soil Health & Climate Smart Ag –  
Recording on website

### 3/12 Session 3

Farmland Preservation & Wildlife  
Habitat – recording on website

### 3/14 Session 4

Financial & Business Resources

### 3/19 Session 5

Value-Added & Growing Markets

### 3/21 Session 6

Idaho State Department of Ag



# Your Hosts



## **Colette DePhelps**

Area Educator, Community Food Systems

University of Idaho Extension, Northern District

[cdephelps@uidaho.edu](mailto:cdephelps@uidaho.edu)



## **Melissa Hamilton**

Extension Educator, Community Development, Ag/Horticulture

University of Idaho Extension, Southern District

[mbhamilton@uidaho.edu](mailto:mbhamilton@uidaho.edu)



# Webinar Tips



**Close all other programs  
running on your computer**



**Check your sound – problems  
with clarity, speed, etc. switch  
to the phone**

Call-in number provided in the welcome  
email

Mute computer sound when using phone



**Type in questions for speakers  
into question box (for help with  
viewing & sound use the chat  
box)**



**The webinar recording and  
slide handout will be available  
on the Cultivating Success™  
website**



# Today's Speakers



**Colette DePhelps**  
University of Idaho Extension



**Katie Baker**  
FARE Idaho  
[katie@fareidaho.org](mailto:katie@fareidaho.org)



**Janna Hamlett**  
University of Idaho Extension  
TechHelp  
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**Hannah Harris**  
Sun Valley Institute for Resilience  
[hannah@sunvalleyinstitute.org](mailto:hannah@sunvalleyinstitute.org)

# NORTHWEST AND ROCKY MOUNTAIN REGIONAL FOOD BUSINESS CENTER

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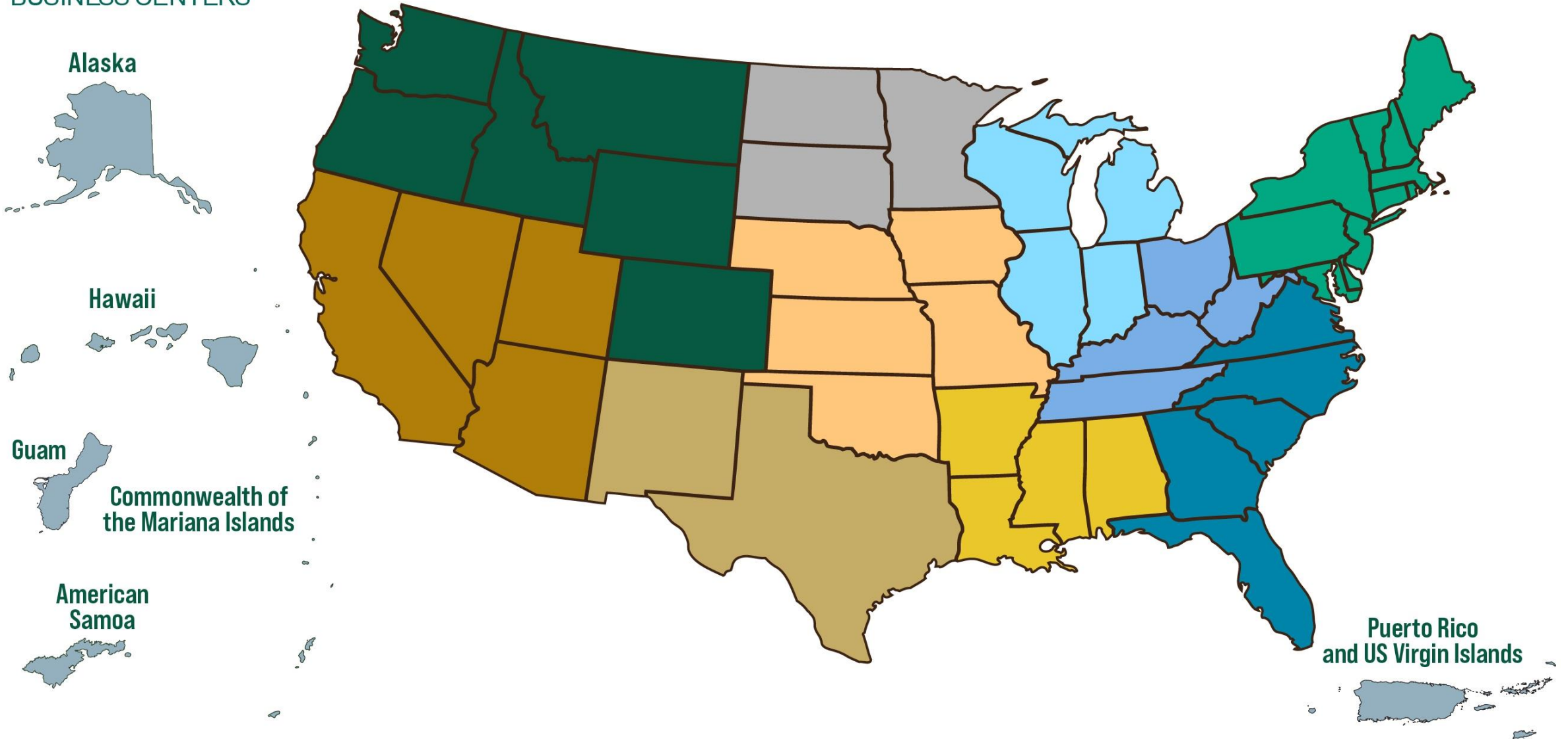
Connecting, Strengthening, and Scaling Food Supply Chains in  
Washington, Idaho, Oregon, Montana, Wyoming and Colorado







# USDA Regional Food Business Centers Geographic Regions





# Regional Food Business Centers: USDA Outcomes

**The USDA Regional Food Business Centers** were established to drive economic opportunities across their region, creating a more diversified and resilient food system.

## **Outcomes**

- ❖ Expand and strengthen regional food systems networks and partnerships
- ❖ Create more and better markets and increase market awareness and access
  - ❖ Increase the number of new food and farm businesses
    - ❖ Improve viability of existing businesses

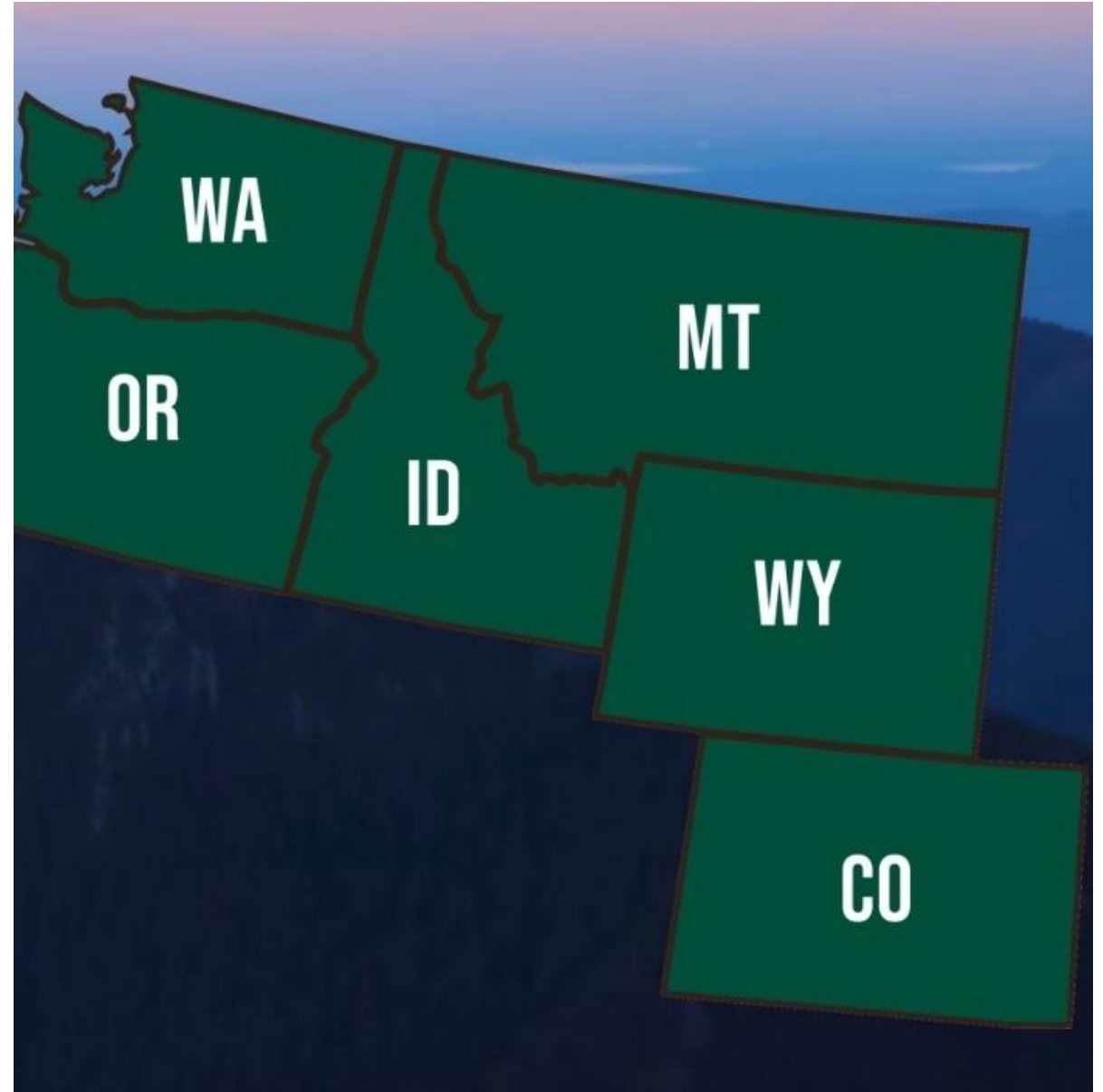


**REGIONAL**

**FOOD**



**BUSINESS CENTERS  
NORTHWEST & ROCKY  
MOUNTAIN**



# NORTHWEST AND ROCKY MOUNTAIN REGIONAL FOOD BUSINESS CENTER

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Connecting, Strengthening, and Scaling Food Supply Chains

Provide foundational business development support for **small and mid-sized food and agriculture businesses** participating in **local and regional food sectors**



# NORTHWEST AND ROCKY MOUNTAIN REGIONAL FOOD BUSINESS CENTER

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Colorado State University

Oregon State University

Tahoma Peak Solutions

Niche Meat Processor Assistance Network

Food Corridor

Colorado Department of Agriculture

Oregon Department of Agriculture

OSU Food Innovation Center

Oregon Community Food Systems Network

Oregon Food Hub Network

University of Idaho

FARE Idaho

Sun Valley Institute for Resilience

Idaho State Department of Agriculture

Montana Department of Agriculture

Montana State University

Washington State University

Washington State Department of Agriculture

University of Wyoming

Central Wyoming College



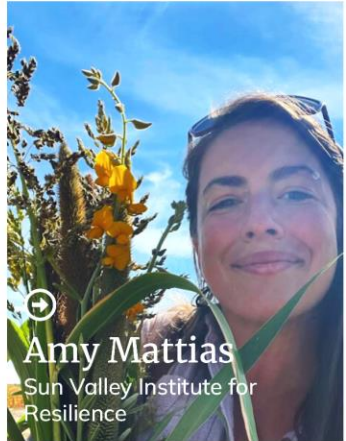
# State Team Co-Leads



# Idaho State Team



⊕  
**Joni Kindwall-Moore**  
Snacktivist Inc



⊕  
**Amy Mattias**  
Sun Valley Institute for Resilience



⊕  
**Ann McCormack**  
Nez Perce Tribe



⊕  
**Jennifer Werlin**  
University of Idaho Extension



⊕  
**Colette DePhelps**  
University of Idaho Extension



⊕  
**Katie**  
FARE Inc



⊕  
**Soren Newman**  
Arrowleaf Consulting



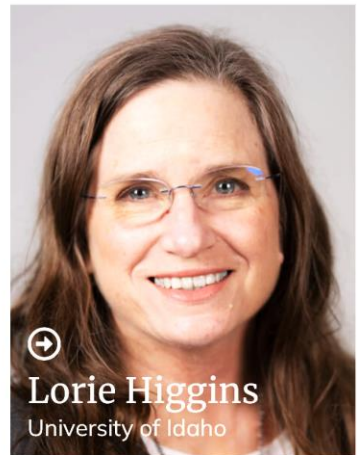
⊕  
**Darin Saul**  
Arrowleaf Consulting



⊕  
**Britt Udesen**  
City of Good



⊕  
**Jesika Harper**  
AgWest Farm Credit



⊕  
**Lorie Higgins**  
University of Idaho



⊕  
**Laura Johnson**  
Idaho State Department of Agriculture



⊕  
**Ariel Agenbroad**  
University of Idaho Extension



⊕  
**Mindi Anderson**  
Idaho Veterans Chamber of Commerce



⊕  
**Janna Hamlett**  
TechHelp & University of Idaho Extension



## NWRM RFBC ACTIVITIES

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### Coordination

- ◆ Cultivate and coordinate partnerships across diverse organizations and regional initiatives
- ◆ Serve as a state/regional resource and capacity building hub for federal grants and programs

### Technical Assistance

- ◆ Engage TA providers to support thematic needs and business development programs
- ◆ Support diverse activities and outcomes with emphasis on value chain and coordination, scaling up small/mid-tier operations and one-on-one assistance

### Capacity Building

- ◆ Implement Business Builder Awards to build capacity among under-invested operations
- ◆ Expand supply chain professional development and strategy for thematic and regional market leaders





**Building Animal Protein Supply Chain Capacity** with strategic investment in businesses and systems that will support local regional meat and other animal protein supply chains





**Creating Diverse Markets for Climate Resilient Agriculture** by expanding and diversifying markets for climate resilient grain and pulse cropping systems





**Connecting and Scaling  
Food Entrepreneurs**  
supporting connection and  
scaling of food enterprises





Supporting **Right-Size Investing and Infrastructure** to improve access to capital and to enhance business success and long-term viability



# Theme Co-Leads

## Building Animal Protein Supply Chains



## Right-Size Investing and Infrastructure



## Connecting and Scaling Food Entrepreneurs



## Diverse Markets for Climate Resilient Agriculture





# Partnering with Tribal Nations



Nora Frank-Buckner

Tahoma Peak Solutions

Nora@tahomapeak.com



TAHOMA PEAK  
SOLUTIONS



# Accessing Center Resources

1. Sign-up for the Center's Newsletter
2. Analyze your business to identify what you need most to grow your business
3. Have a written plan – business plan, marketing plan
4. Discuss your needs with your State Team leads/members



# Get Connected!

Stay up-to-date with the Center's Newsletter

<https://nwrockymountainregionalfoodbusiness.com/newsletter/>

Contact State Team

<https://nwrockymountainregionalfoobusiness.com/>

Colette DePhelps, [cdephelps@uidaho.edu](mailto:cdephelps@uidaho.edu)



GET INVOLVED    ADVOCACY  
TOOLS    RESOURCES



# WE ADVOCATE FOR INDEPENDENTS

FARE Idaho advocates for Idaho's independent restaurants, family farms, retailers, food and beverage producers.



Questions?





# Please take our post-webinar evaluation!



Evaluation Link will also

- Automatically launch after the webinar closes
- Be sent to you tomorrow in a follow-up email

<https://www.cultivatingsuccess.org/recordedwebinars>



University of Idaho  
Extension



# Upcoming Webinars

**Thursday, March 21**

**Resources Available from the  
Idaho State Department of Ag**

<https://www.cultivatingsuccess.org/webinar-series>