

***“Supporting Successful and Sustainable
Economic Development through
Agricultural Research
and Extension”***

**Kent Wolfe, Director
Center for Agribusiness
and Economic
Development**



www.caed.uga.edu

What is the Center?

- The Center's mission is to add value to Georgia's agricultural economy through coordinated Research and Extension programs.
- One of three UGA centers in the College, the only one combining Research and Extension (40% State Funds, 60% Grants & Contracts).
- We consist of faculty and staff located in the College of Agricultural and Environmental Sciences BUT most importantly can access all 700 faculty and extension of the College.



Who Are We



George Schumaker
Agribusiness Economist
Biofuels
Feasibility Analysis



Sharon Kane
Food Business Development Specialist
Flavor of Georgia
Getting Started in A Food Business



Tommie Shepherd
Agribusiness Economist
Feasibility Analysis
Cooperative Development
Dairy



Audrey Luke-Morgan
Agribusiness Economist
Feasibility Analysis



John McKissick
Agribusiness Economist
Agro Security
Persistent Poverty
Feasibility Analysis



Jim Daniels
Food Scientist
Agro Security



Bill Thomas
Agribusiness Economist
Agro Security

Our Two Objectives:

- ❑ Provide data and analysis on relevant policy issues for public and private decision makers.
- ❑ Provide feasibility studies, marketing studies, and/or business planning & services for new, emerging or expanding value added food and fiber ventures.

Service Examples - MARKET MAKER, Flavor of Georgia Food Contest, Ag Tour Directory

Fact based leadership and economic development through unbiased research/outreach





Go to www.caed.uga.edu and click on "Georgia Statistics System" in left menu panel.

Welcome to the Center for Agribusiness and Economic Development - Microsoft Internet Explorer

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Address <http://www.caed.uga.edu/>

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Related Links

Welcome

We are a unit of the College of Agricultural and Environmental Sciences, combining the missions of research and extension. The Center has three major objectives. Our first objective is to provide feasibility and marketing services. Secondly, we provide agricultural and demographic data for private and public decision makers. Finally, we conduct analysis related to policy issues in Georgia agriculture and provide that information to relevant decision makers.

News:

GEORGIA MARKETMAKER™
Linking Agricultural Markets

[Click here to register for Georgia MarketMaker Producer/Farmer Registration](#)

[Click here to register for Georgia MarketMaker Winery Registration](#)

News

- Georgia Economic Losses Due to 2007 Drought
- 2006 Farm Gate Fruits & Nuts Report
- BioFuels - Lessons Learned From Georgia
- Economic Importance of Food Processing in the Largest Manufacturing Sector in Georgia
- Georgia U.S. Congressional Districts - 2006 Farm Gate Value Summary
- Georgia Cooperative

Internet

Find published reports by clicking on "Publications"



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Related Links

- [College of Agricultural and Environmental Sciences](#)
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- [University of Georgia](#)

Agritourism

A How-To Guide for Successful Agritourism Enterprise

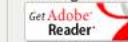
Prepared for The University of Georgia's Center for Agribusiness and Economic Development and North Carolina State Cooperative Extension Service's Business Side of Agritourism Program Series. The Primary Investigators on this project were Kent Wolfe, Center for Agribusiness and Economic Development and Gary Bullen, North Carolina State University Cooperative Extension Service.

1. Considering an Agritourism Enterprise
2. Community Service
3. Customer Service
4. Risk Assessment
5. Marketing Your Agritourism Enterprise
6. Promoting Your Agritourism Business
7. Qual and Quant Personal Agritour Potential
8. Regulations That Affect Agritourism
9. Final Business Side of Agritourism Manual

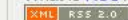
New Publications

- [Local Food Impact](#)
- [Passport to Georgia](#)
- [2009 Georgia Farm Gate Value Reports](#)
- [Ag Snapshots 2010](#)
- [Economic Importance of Food and Fiber in the Georgia Economy, 2009](#)
- [An Estimation of the Potential Impact on Georgia's Agribusiness Economy of Higher Energy Costs Predicted Under the Cap and Trade Provisions of H.R. 2454](#)

Publication Information
Documents are available in PDF format. You can get a free version of Adobe Acrobat Reader by clicking on the icon below.



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Gilda Waters





Alabama Deer Hunting at \$5000

Value-Added Hunting



Hunting, Fishing and Wildlife Recreation Potential



□ Wildlife Observation



□ Source:

UGA Resources

- www.caed.uga.edu/publications/2006/pdf/CR-06-08.pdf
- This focuses on estimating market potential and includes market research resources.
- www.caed.uga.edu/publications/2003/pdf/HT-03-05.pd
- Business skills evaluation tool

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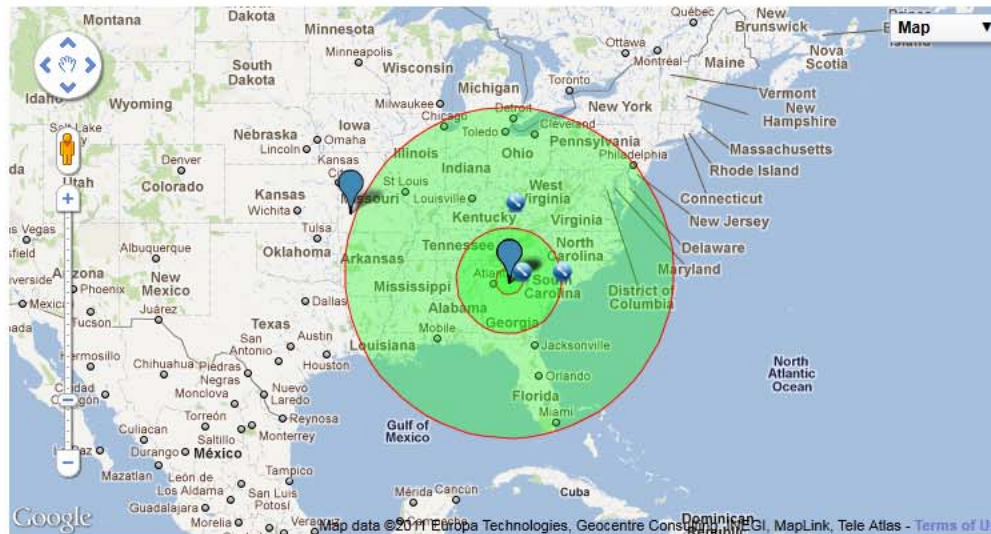
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Radius Around Point

You can use this tool to find the radius around a point on the map. First type in the radius required in kilometers or miles and then click on the map at the center of where you wish the circle to appear. You can then create as many radii as you wish.

Radius Around Point Map



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[ZIP Code Boundaries](#) For use in mashups, ESRI & MapInfo. Highly accurate, updated quarterly. www.maponics.com/zip-boundaries

AdChoices

Options

Radius Distance km OR miles

Input Point - do one of...

- (1) Click on the map
- (2) Place radius by location name :



Distance around a point Tool

www.freemaptools.com/radius-around-point.htm



The Right Site[®]

EASI Census 2010 (4/1/2010) Site Selection Reports & Analysis

What is an EASI Ring Study? ⓘ

1. Enter an address for the center of your study ⓘ

1130 skipstone dr. watkinsville ga 30677

2. Select a Ring Study Type ⓘ

Three Rings Radius1: Radius2: Radius3:
 Single Ring
 Display Maps on Report
 Mutually Exclusive Rings

3. Select a Report ⓘ

Summary Report

4. Name your Location ⓘ

Location Name

5. Select a Query (optional) ⓘ

None (default)

6. Specify Coordinates if needed ⓘ

Format:	Latitude:	Longitude:
<input checked="" type="radio"/> decimal degrees	<input type="text" value="33.861892"/>	<input type="text" value="-83.328391"/>
<input type="radio"/> degree minute second	<input type="text" value="33"/> <input type="text" value="51"/> <input type="text" value="42"/>	<input type="text" value="-83"/> <input type="text" value="19"/> <input type="text" value="42"/>

7. Select a Study Geography ⓘ

Block Groups
 Census Tracts
 Counties



Demographic Data

- www.easidemographics.com
- This site allows you to perform demographic analysis for an area or rings.

GEORGIA MARKETMAKER™

Linking Agricultural Markets



an interactive mapping system that locates businesses and markets of agricultural products in Georgia, providing an important link between producers and consumers.

Begin Your Search

Search for market demographics, local producers, and businesses in the food supply chain.

Register Your Business

Click the above button to be included in our database of businesses. Problems? Questions? Contact the C&E at 706-542-2434 or email ge@marketmaker.usg.edu.

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- [Related Web Sites](#)
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Are you new to MarketMaker?

Take a few minutes to learn how to use the mapping system and become familiar with the benefits of MarketMaker.

[Learn MarketMaker](#)

How can I use MarketMaker?

Learn how a farmer, a meat-packing plant, and a grocery store can use MarketMaker.

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MARKETMAKER™

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University of Georgia Cooperative Extension
ge@marketmaker.usg.edu
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MarketMaker

- <http://ga.marketmaker.uiuc.edu>
- Or Google Georgia MarketMaker

Claritas

- <http://www.claritas.com/MyBestSegments/Default.jsp?ID=20&SubID=&pageName=ZIP%2BCode%2BLook-up>
- Lifestyle Data base. Simple data for free more detailed for a fee.

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The Agriculture, Fisheries and Small Business Planning Website



What is AgPlan?

AgPlan helps rural business owners develop a business plan. Everyone can use AgPlan—for **FREE**.

- **Develop** your own business plan
- **Learn** what you need to include in your plan with **Tips & Resources**
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AgPlan's User-oriented Features



Choose your business type
AgPlan is designed to provide customized assistance to different types of businesses.



Editor
Our feature-rich type editor acts just like your computer's word processor. For each section of your business plan



Tips, Resources & Samples
In each section of AgPlan you will find specific Tips, Resources & Samples to help you create the best business



Reviewers
AgPlan allows you to share your business plan and interact with your business advisors, educators, or consultants.

AgPlan

- <https://www.agplan.umn.edu/>
- Or Google AgPlan
- Free Business Planning tool

Flavor of Georgia – New Food Products



Rockingham
Pecans



- 150 new products entered during the 2008 contest, semi-finalist were invited to attend the Whole Foods local vendor trade show the following week
- Within two weeks, they were contacted by a large food show in Orlando and invited to participate
- Rockingham Pecans – built website, website received approx. 400 additional hits orders, received international export offer, hired 3 new employees for processing
- Hot Squeeze Sauces – Two catering business developed product for Flavor of Georgia, after winning first year orders quickly exceeded production capacity, last week contract for major retailer for 250 stores
- Many other examples of marketing new, local based products



Center for Agribusiness and Economic Development

Challenge – Think of your future “outside the box”
opportunities based on your assets –
-If we can help -

Contact:

**The Center for Agribusiness
and Economic Development or local
extension office**

www.caed.uga.edu
or 706-542-2434

