

SBC & KITCHEN INCUBATOR PARTNERSHIPS IN NORTH CAROLINA

A Webinar for Small Business Counselors & Cooperative Extension Agents

**HOSTED BY THE NC GROWING TOGETHER PROJECT
AT THE CENTER FOR ENVIRONMENTAL FARMING SYSTEMS**

Presented by:

Blue Ridge Food Ventures, AB-Tech Small Business Center,
The Prep Station (Formerly PFAP),
and the North Carolina Rural Center

www.ncgrowingtogether.org | www.localfoodeconomies.org



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

This material is based upon work that is supported by the National Institute of Food and Agriculture, United States Department of Agriculture, under award no. 2013-68004-20363. Any opinions, findings, recommendations, or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

Our Agenda Today

NCGT Introduction to Webinar &
Overview of the GoTo Meeting Platform

Presentation from
AB-Tech Small Business Center & Blue Ridge Food Ventures

Trends in Incubator Kitchen Business Overview
from The PREP Table, formerly PFAP

Presentation from
James Sprunt Small Business Center &
Eastern Carolina Food Ventures

Question & Answer Session

Welcome!

ABOUT THE PLATFORM

- GoTo Webinar Platform
 - You will be automatically muted – this helps cut down on background noise and data overload!
 - You can interact with presenters by raising your hand or submitting questions through the Chat Box.
 - If you have trouble during the webinar, send a private message to Emily by right-clicking on her name in the sidebar and selecting “Send Private Message.”
- Your chat box questions will be answered during the Q&A session at the end.

- After the webinar ends, you will receive a link to the YouTube video so that you can re-watch or share as you like!
- You'll also receive a PDF version of the presentation which allows access to all the links and resources, and contact information for the presenters.

HAVE A GOOD IDEA?

Let us know if there are other topics or presentations you'd like to see!

NCGT is also considering training opportunities for our last year of the USDA grant funding, so please let us know if there are other events – in addition to webinars – that would be helpful or useful to you!

NC GROWING TOGETHER AT THE CENTER FOR ENVIRONMENTAL FARMING SYSTEMS



Farmer capacity

- Food safety, market channels, production techniques, buyer connections



Supply chain expansion

- Wholesale and institutional partner connections, infrastructure assessment and business feasibility



Producer & processor capacity

- Resource development for meat, dairy, seafood, produce, and value-added products



Supportive business environments

- Local government integration; small business development and support for food-based entrepreneurs

North Carolina Growing Together is a five-year USDA-funded project aiming to strengthen and expand local and regional food supply chains and to model this work for other geographies in the U.S.



NC GROWING TOGETHER

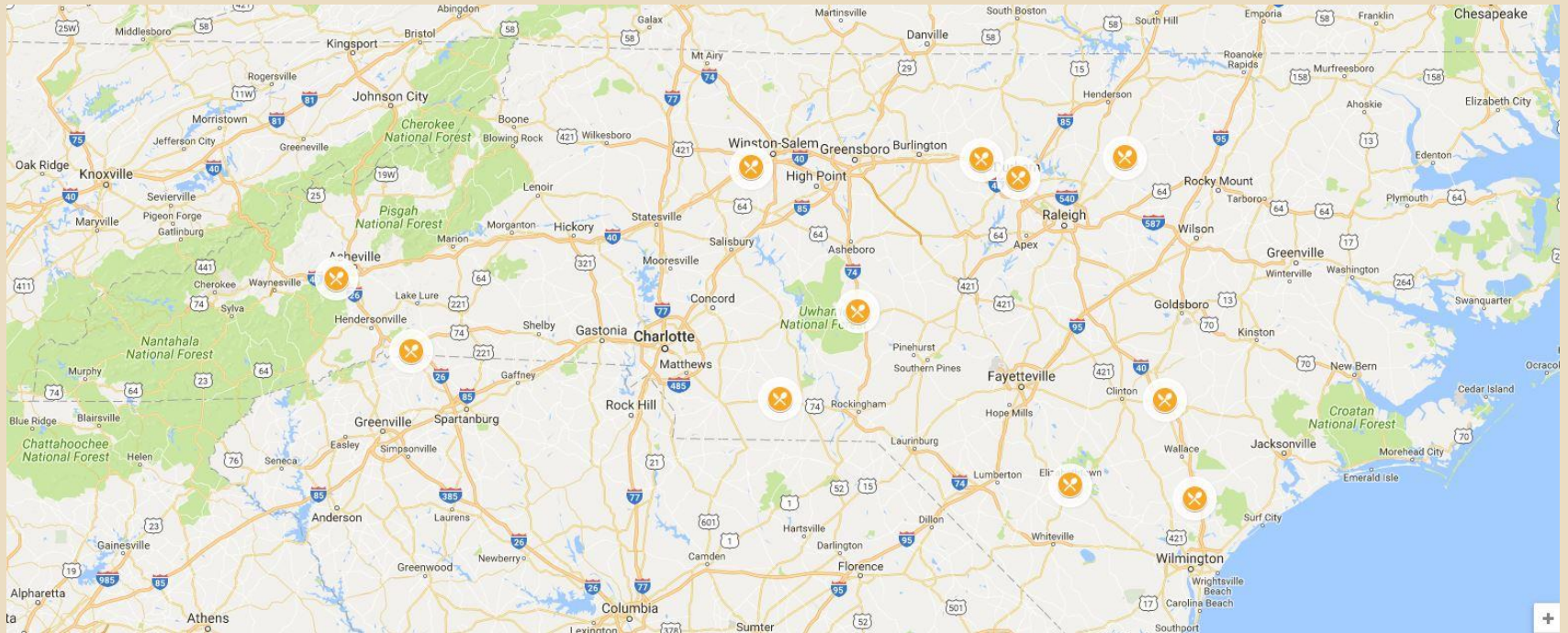
*Connecting Local Foods
to Mainstream Markets*



United States
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BASICS OF KITCHEN INCUBATORS & SBC PARTNERSHIPS



<https://www.cefs.ncsu.edu/statewide-infrastructure-map.html>

BLUE RIDGE FOOD VENTURES
AND AB-TECH COMMUNITY COLLEGE
SMALL BUSINESS CENTER

BUNCOMBE COUNTY, NC

WWW.BLUERIDGEFOODVENTURES.ORG

WWW.AB-TECH.EDU



Duane Adams
A-B Tech Small Business
Center & Business
Incubation

**Kitchen Incubators & Small Food
Businesses in NC
A Webinar for Small Business
Counselors**



NC Small Business Center Network

- The most expansive state funded entrepreneurial assistance system in the US
- Started in 1984 by the NC General Assembly
- There is an SBC at every NC community college (58)
- Provide confidential counseling to anyone
- Provide high quality, readily accessible training



A-B Tech Enka Site



History of A-B Tech Enka Site

- Former BASF facility
- 45 acres donated to A-B Tech in 2000
- Vision: physical site for economic development
- Small Business Center/Business Incubation Program, BRFV and others in one building
- Continuing Education/Workforce Development in one building (*this now closed*)



Goal of A-B Tech Enka Site

- Create a “*one-stop*” type of facility for those who want to start or grow a business
- Leverage synergies of multiple entities for economic development
- Entrepreneurial exploration
- Idea discussion, generation and collaboration



Who is in the Building?

Small Business Center	NC BioNetwork and Labs
Business Incubation Program	NC Department of Commerce (NC Works)
NC BioTechnology Center Western Office	Embedded Entrepreneur Program
A-B Tech Craft Beverage Institute	Small Business Administration (SBA)
Blue Ridge Food Ventures Other Entities	Carolina Small Business Development Fund

SBC Serves as First Point of Contact for:

- Small Business Center clients
- Employees, clients and guests of business incubation program participants
- Guests and clients of non-incubation program participants (aka partners) such as SBA and Carolina Small Business Development Fund
- Other organizations that are hosting entrepreneurial related meetings in facility



Business Incubation Program

- Approximately 5-6% of SBC clients participate in the business incubation program which is a higher level of engagement with the SBC in which participant pays rent for a physical space for a set-time period
- Application process
- Initial 12-month lease which can be renewed up to three times
- Office, lab and warehouse space available
- Engagement process for both start-up and emerging businesses
- Currently 19 businesses participating, including Roots Hummus; another food producer coming soon



Embedded Entrepreneur Program

- Stage based client development program that leads to the creation of a fundable business model
- Business Incubation program received grant funding from A-B Tech to create – NO SBC dollars used
- Limited to five emerging businesses with preference to incubation program participants or potential incubation program participants
- A current BRFV client is participating in this program and will apply for incubation program next month



NC BioNetwork

- Program of the NCCCS
- Team of professionals who bridge education, industry training, and outreach to support NC's biotech and life sciences
- [Craft Beer Laboratory Skills 1: Basic Laboratory Skills](#)
- [Fundamentals of Food Safety](#)
- [Craft Beer Laboratory Skills 2: Microbiology](#)



NC BioNetwork Natural Products Lab

- Offers analytical and quality assurance testing services and onsite equipment rentals for life science businesses, entrepreneurs, and researchers (food, craft beverage, natural products)

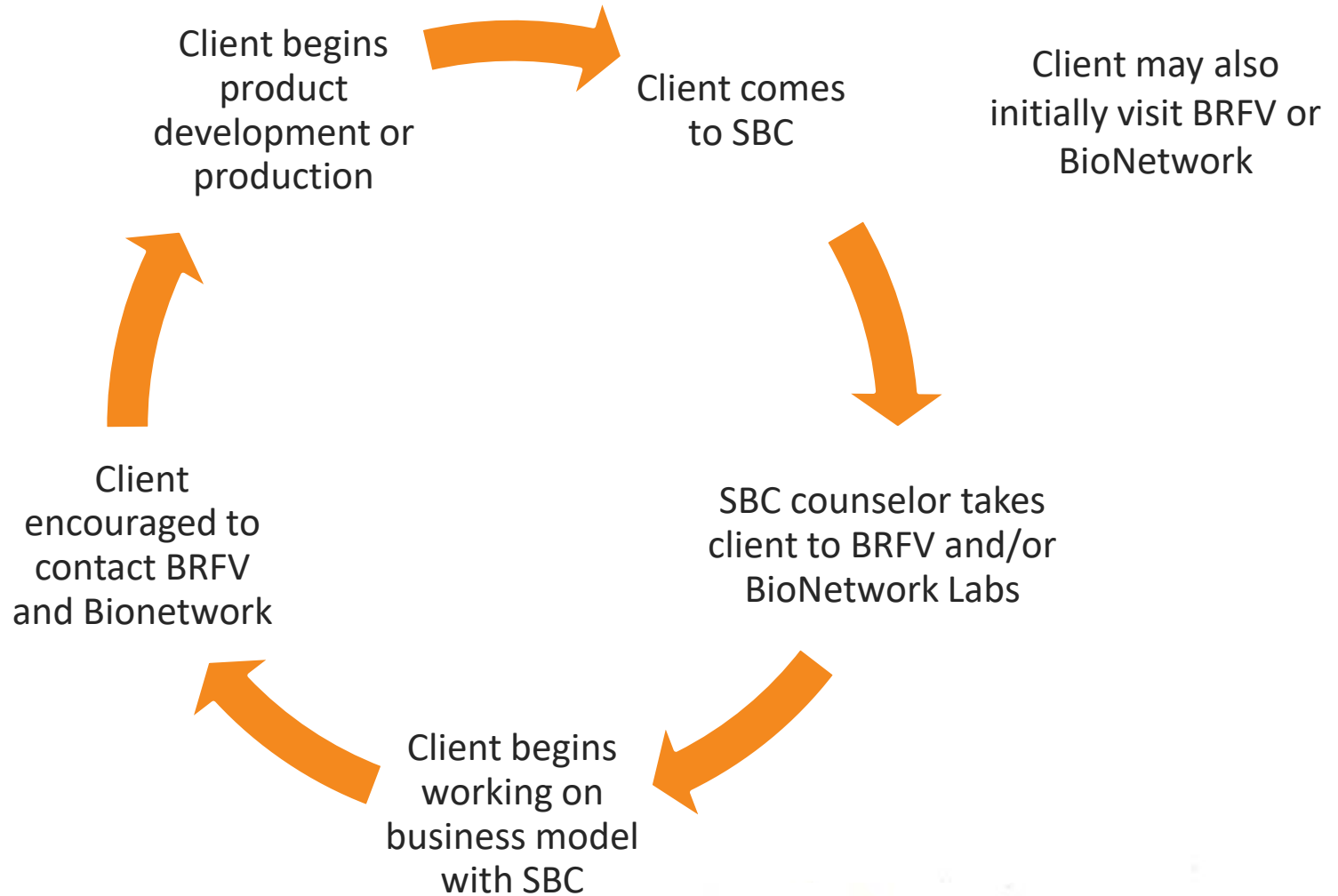


NC BioNetwork Test Kitchen

- Provides onsite equipment rental for entrepreneurs working on food and beverage product formulation. Commercial, non-traditional, and testing equipment is available
- Client usually not ready for BRFV yet



Sample Entrepreneur Path



Business Incubation and BRFV Client

- The SBC has many food/natural products producers who are NOT in the business incubation program
- When a food producer who is using BRFV wants to *“take it to the next level”*, then applying to the business incubation program may be a good idea
- If applying to business incubation program, food producer becomes client of the SBC if they are not one already
- Examples: Ulimana, Smiling Hara Tempeh, Jack’s Nut Butters, Roots Hummus



Benefits of Business Incubation

- Client has a physical office in same facility in which he/she manufactures or tests
- Client has access to all services of SBC
- Client has access to Wi-Fi, conference and training rooms within building
- Client interacts with other entrepreneurs participating in business incubation (different industries represented)
- Business incubation monthly speaker series and other trainings/networking opportunities available



Collaboration Examples

- The SBC works closely with both the NC Bionetwork and BRFV to offer joint programming
- These are SBC seminars and the SBC pays
- Examples:
 - *How to Start a Food Business*
 - *Bookkeeping for your Natural Products Business*
 - *How to Start a Food Truck Business*
 - *Boot Camp for Food, Craft Beverage and Natural Products*



Collaboration Examples Continued

- The Carolina Small Business Development Fund, a CDFI that many SBC directors work with, is located at A-B Tech Enka
- The Western Women's Business Center, a program of the CSBDF, is also located in the facility and offers a variety of training and coaching which helps our clients
- Having immediate access to this lender as well as the SBA has been a tremendous help for our clients and there are several BRFV and SBC clients who have received funding.



Physical Proximity Matters!!!!

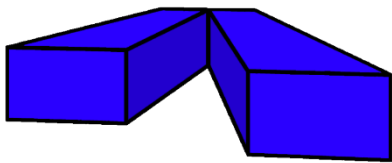
- The benefits of having multiple entities in the same building are tremendous
- Service providers develop relationships; have a better understanding of how each other operates; increases quality referrals
- Opportunities for joint programming are abundant
- Convenient for the entrepreneur and he/she feels comfortable knowing that those helping also have a relationship (wrap-around care)



Community Partners

- [Small Business & Technology Development Center \(SBTDC\)](#)
- [Mtn. BizWorks](#) and [Self-Help Credit Union](#)
- [Venture Asheville](#)
- [Asheville SCORE](#)
- [NC Military Business Center](#)





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Botany Everyday

Explore Botany, in some way, Everyday

Business Incubation Program Graduates

- **Smiling Hara:** Tempeh manufacturer who started at BRFV
- **Jack's Nut Butters:** Almond butter manufacturer
- **AvL Technologies:** Mobile satellite communication antenna systems and positioners
- **Big Boom Design:** Design company
- **Golden Needle:** Global leader in distributing premium acupuncture needles and Chinese herbs
- **Plum Print:** Digitizes children's art work into beautiful coffee table books



Contact

- Duane Adams

Associate Director

Small Business Center

A-B Tech Enka

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www.abtech.edu/sbc





BRFV
Blue Ridge Food Ventures

BRFV
Blue Ridge Food Ventures
← PARKING



Entering a Food Safety Zone

Anyone entering this area while food is in production must wear effective hair restraints, clean clothes and clean shoes.







THE PREP STATION
(FORMERLY PFAP)

ORANGE COUNTY, NC

ERIC HALLMAN, EXECUTIVE DIRECTOR

WWW.PFAPNC.ORG



PIEDMONT FOOD & AG
PROCESSING CENTER
HILLSBOROUGH, NORTH CAROLINA

BECOMES ...



Eric Hallman, Executive Director

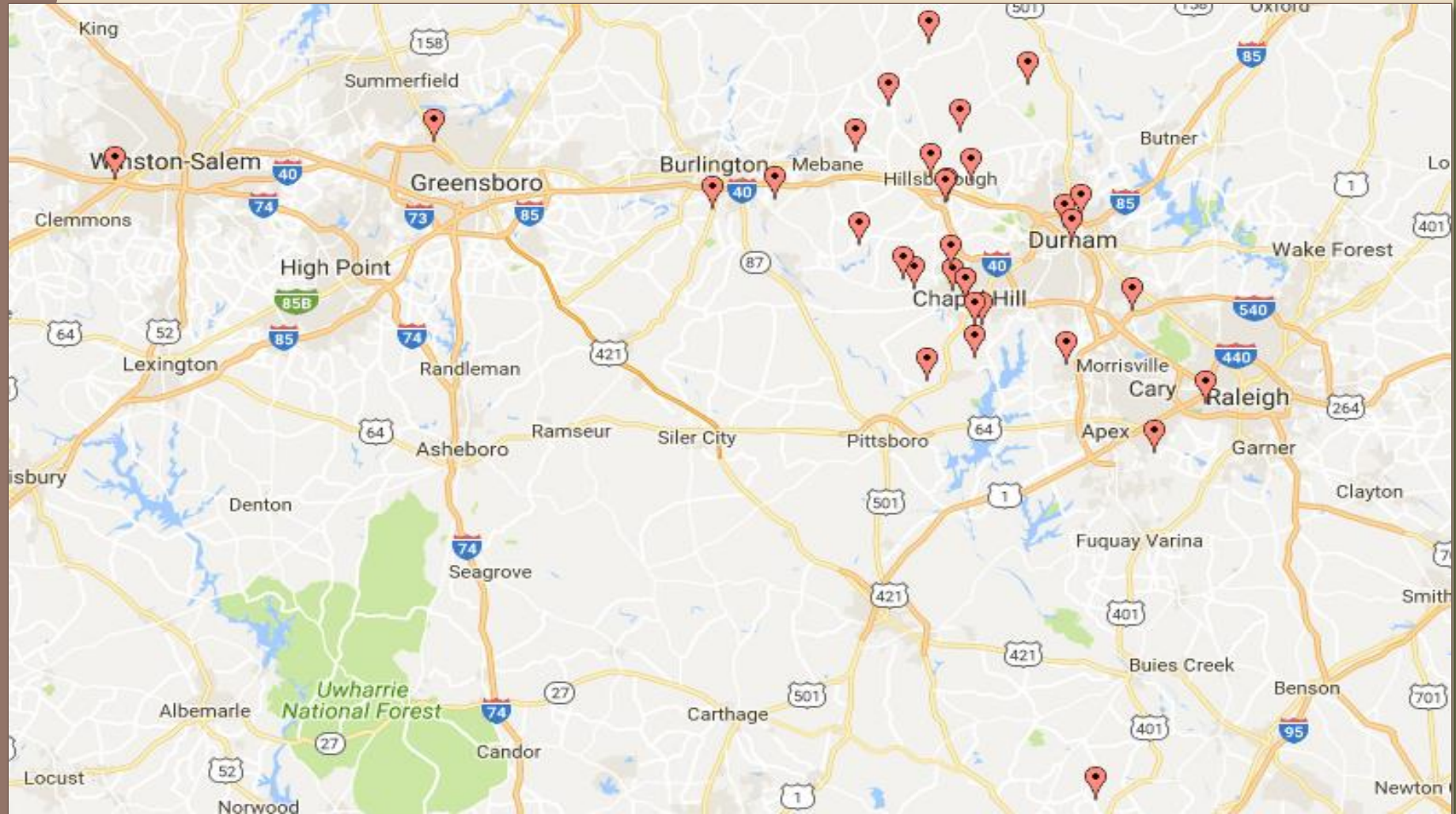
What is The PREP Station?





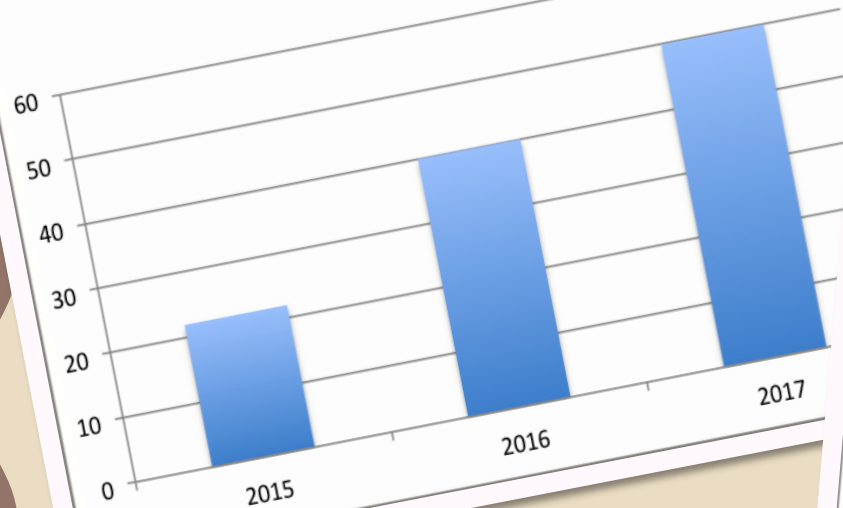
Who do we serve?



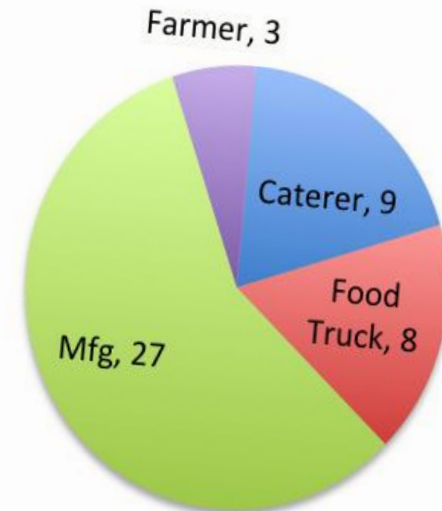


PREP Station Facts

Client Growth



Client Type



2016 Estimated Economic Impact

- Retail Value of Goods Produced = ~ **\$2.5 M**
- Jobs Created:
 - Full Time = **32**
 - Part Time/Seasonal = **45**

Challenges?

- **When are you ready to start in the facility?**
- **Are you planning for success or survival?**
- **Life after the PREP Station?**

UPCOMING WEBINARS

June 20

July 18

June 20, 2017 | 11 a.m.-noon

HEIRS PROPERTY AND SUCCESSION PLANNING FOR FARMERS AND LANDOWNERS IN NORTH CAROLINA

A Webinar for Small Business Counselors and Cooperative Extension

PRESENTED BY THE NORTH CAROLINA GROWING TOGETHER PROJECT AT THE CENTER FOR ENVIRONMENTAL FARMING SYSTEMS & THE NORTH CAROLINA RURAL CENTER

What you'll learn: This webinar will provide an overview of the importance of succession and estate planning to landowners and farmers around the state, with a special emphasis on the challenges and opportunities for heirs property cases. You'll also hear about ways that landowners can maximize their investments from land that is no longer in agricultural production, including through forestry management plans, conservation easements, hunting and wildlife leases, and more.



Originally from Black Mountain NC, Mavis graduated from UNC-Chapel Hill and Pepperdine School of Law. In addition to being a lawyer, Mavis has extensive experience in conflict resolution and a Master of Dispute Resolution degree. In her practice, Mavis synthesizes her professional experiences as a lawyer and mediator with her passion for helping individuals and families maintain and grow wealth. She accomplishes this by dedicating her energy to assisting her clients with estate planning, estate administration, and heirs property matters. Mavis enjoys being active in the community. She is the founder and host of Legal Sips, a public dialogue aimed at providing community members with a greater understanding about legal issues that impact them and the attorneys who work on those issues. She serves on the boards of directors for Triangle Land Conservancy, North Carolina Conservation Network, and Dispute Settlement Center and on advisory boards for CAM-Raleigh and TriangleArtworks. Mavis is also the founder and Co-Chair of The Gragg Family Fund, which provides educational and travel abroad opportunities for young people.



SPACE IS LIMITED!

Register today at www.ncgrowingtogether.org/events.



July 18, 2017 | 11 a.m. - noon

HOSTING FOOD & FARM TRAINING PROGRAMS AT COMMUNITY COLLEGES

A Webinar for Small Business Counselors, Cooperative Extension and Community Colleges

PRESENTED BY THE NORTH CAROLINA GROWING TOGETHER PROJECT AT THE CENTER FOR ENVIRONMENTAL FARMING SYSTEMS & THE NORTH CAROLINA RURAL CENTER

What you'll learn: This webinar features two highly successful food and farm business training programs from Southwestern Community College and Vance-Granville Community College. Join us to hear how to develop these programs at your own campus, and potential solutions for funding, planning, and marketing these programs in your own community.

Who you'll meet:

Tiffany Henry, Southwestern Community College
Rob Hawk, County Extension Director, Jackson and Swain counties
Tanya Weary, Vance-Granville Community College Small Business Center
Kyle Burwell, Vance-Granville Community College Workforce & Human Resource Development



SPACE IS LIMITED!

Register today at www.ncgrowingtogether.org/events.



August 10:

New NC Crowdfunding Laws with N.C. Secretary of State's Office

September/November (Dates TBD):

Restaurant and Food Businesses: How to Support & Expand Food Entrepreneurial Opportunities

Integrating Local Foods Training into Culinary Programs at Community Colleges

October (Date TBD):

Trademarks: Protecting Your Food, Farm, or Brewery Business

www.ncgrowingtogether.org/events