



Utah Farm & Food Business Program

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USDA Regional Food Business Centers

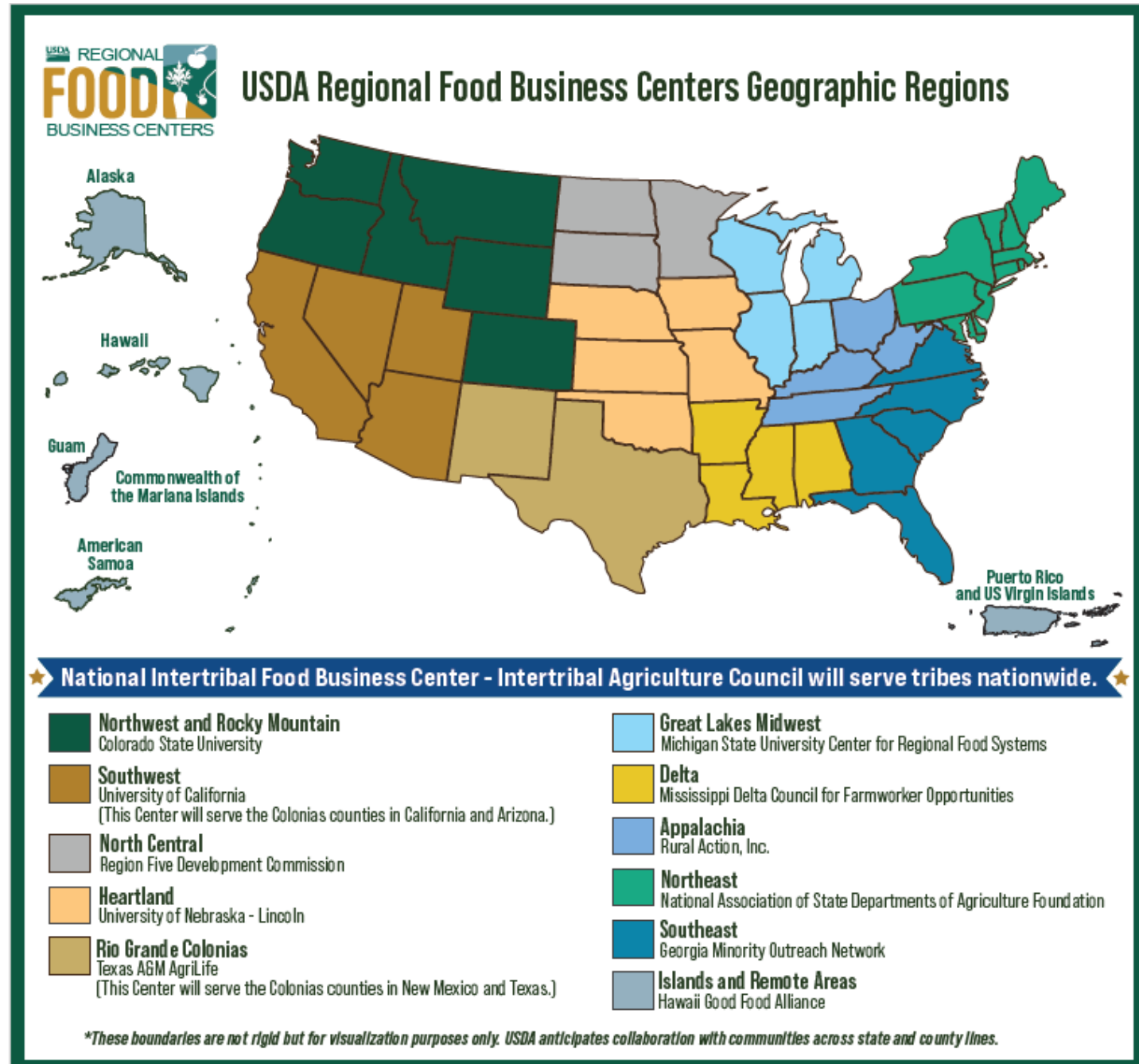
The USDA Regional Food Business Centers will support a more resilient, diverse, and competitive food system

- Support producers by providing localized assistance
- Provide technical assistance needed to access new markets and resources
- Assist small- and mid-sized producers in overcoming barriers to market access



Twelve Centers

- Utah is part of the Southwest Regional Center based at the University of California
- Resources created through one center will be shared with all



Southwest Regional Food Business Center

The Southwest Regional Food Business Center will accelerate a resilient, diverse and competitive local and regional food systems by improving opportunities for food and farm businesses across Arizona, California, Nevada, and Utah. The Center's three pillars of service are **coordination**, **technical assistance** and **capacity building**.



Coordination



Technical Assistance



Capacity Building



Utah Farm & Food Business project team

Utah State University

Karin Allen
Kynda Curtis
Ruby Ward

New Positions:
Project Coordinator
Technical Assistants

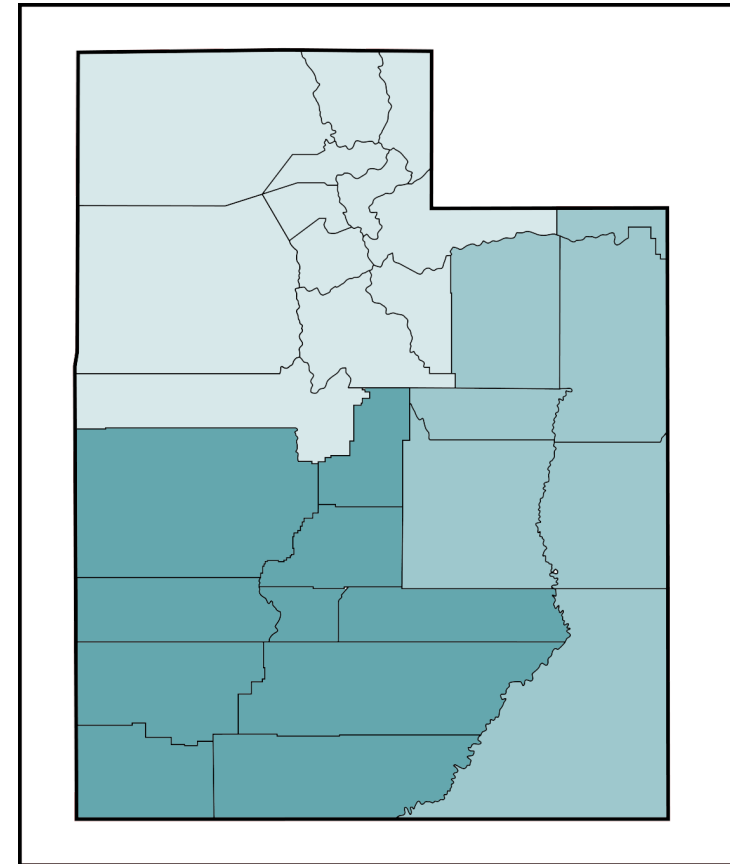
Utah Department of Agriculture and Food

Caroline Hargraves
Allison Ross
Adrianna Franco

New Position:
Regulatory Navigation
Specialist

Technical Assistants

- Northern, Southwestern, and Eastern Utah
- Specific location for each TA TBD
- Serve as direct contacts, provide answers, business assistance, and refer to other resources



Where we are now - SWRFBC

- SWRFBC workgroups to address
 - Communication and collaboration efforts
 - Business builder awards and application process
 - Technical assistance needs
 - Evaluation strategy
- Leadership council planning meeting in May



Where we are now - Utah

- USU & UDAF new hires – hope to be in place by end of May
- FRAME guidebooks and Food Business online course
 - Resources for Micro Entrepreneurs link on Diversified Agriculture site

FRAME
fundamental resources for
agricultural micro-entrepreneurs



- Needs assessment for Utah farm and food businesses



Farm and Food Business Surveys

**Shape the Future of
Utah Agriculture**
Your Voice Matters!

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Farmer/grower survey

- Closes March 1 (next Friday)
- Two \$500 gift cards

Food processor survey

- Closes April 1
- One \$500 gift card

Look for the links sent out
this morning

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Future Updates and Events

- Sign up to be added to the Foodbiz listserv
 - Link to Google form on conference page
- Regional events on SWRFBC site (swfoodbiz.org)
- National updates on USDA RFBC site (www.ams.usda.gov/services/local-regional/rfbcp)





Questions?

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