Value Added Opportunities for Texas Farmers and Ranchers

Finding Your Opportunity

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Texas Center for Local Food
TexasLocalFood.org

- Farmer directed
- Economic development
- Increase farmer net income
- Create quality rural jobs
Beyond Fresh

- Funded by Southern SARE
- Directed by NCAT
- Guide for Texas farmers
- Help you decide
- Calculators to help you do numbers
- Help you find markets
- Workbook in April, 2018
Find Your Opportunities

- New line of business
- Prototype - Choose product
- Do the numbers
- Find markets
- Prototype again
- Do the numbers again
Find Your Opportunities

Key Decisions

Think about a value-added product you might make.

- Who will buy it?
- How much will they pay?
- How much does it cost me to make it?
- How many will they buy?
- How many can I make?
- Am I allowed to make and sell it?

All this adds up to one core question:

Does the value I get make sense for my farm?
Find Your Opportunities

The value you want guides your decisions
Thank You to Our Founding Members

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- City of Elgin Economic Development
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- Sue Beckwith & Jules Assata
- Martha Pincoffs
- Jodi & Robert Duron
Questions?
Thank you!

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