

Taste the Possibilities: Adding Value to Your Ag Business

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Showcase Café, Sonoma County Fairgrounds
Santa Rosa, California

Presented by:



Thanks to generous
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Business Planning

Ethan Brown, EDB

**Taste the Possibilities:
Adding Value to Your Ag Business**

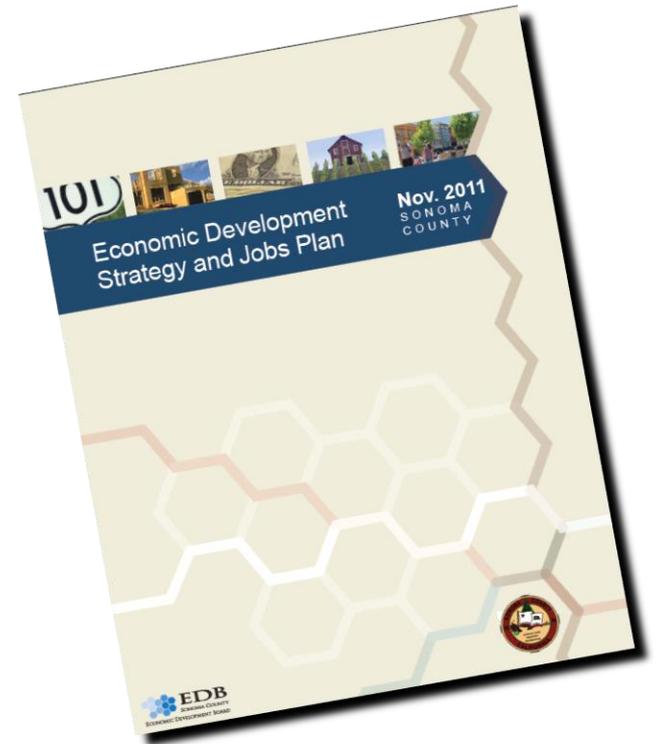


“Taste the Possibilities” *Business Resources at the EDB*



What We Do

- Disseminate information on the County's business climate
- Host regular economic development conferences and events
- *Provide direct services to help local businesses to grow*



Business Assistance Resources



Food Industry Toolkit

CHECKLIST

- 1. Plan your Business
- 2. Financing your Business
- 3. Forming and Registering your Business
- 4. Licenses and Requirements
- 5. Zoning Requirements
- 6. Tax Requirements
- 7. Hiring Employees
- 8. Producing your Food Product
- 9. Selling your Food Product
- 10. Food Production - Cottage Food
- 11. Food Production - Non- Cottage Food
- 12. Get Connected

1 PLAN YOUR BUSINESS

Before you get a license, find a location, or buy your first ingredient, it's a good idea to plan out your business. Is there a market for my food product? Why do I need a business plan? How much money will I need to get my business up and running?

A. Get Help from Local Organizations

Research

The Sonoma County EDB offers free market analysis to assist businesses in planning and reaching new markets.
Website: <http://sonomacounty.ca.gov/edb>
Contact: Christine Palmer at 707-565-7236 or christine.palmer@sonomacounty.org



Mentoring

The Service Core of Retired Executives (SCORE) offers free business mentoring to new and established businesses.
Website: <http://northcoast.score.org>
Contact: 707-571-8342



Small Business Development (SBDC) offers low-cost counseling and workshops, with expertise in specialty food businesses.
Website: <http://sonomasbdc.org/>
Contact: Mary Cervantes at 707-595-0060 or mcervantes@napavalley.edu



B. Get Information Online

Research

Online resources for food-based businesses:
Food and Beverage Industry Guide:
<http://www.sba.gov/content/food-beverage>

Center Food Entrepreneurship at Cornell University Center
<http://necfe.foodscience.cals.cornell.edu/>

Plans

A business plan is your blueprint for a successful business launch. There are several online resources for business plan templates and instructions:
www.sba.gov/writing-business-plan
www.sbdnet.org/small-business-information-center/businessplans

Food Industry Toolkit

Contains:

- Business formation
- Licensing
- Zoning
- Tax Requirements
- Hiring employees

Food Industry Toolkit

Contains:

- Producing and selling product
- Food processing
 - *Cottage*
 - *Kitchen rental*
 - *Co-packers*
 - *Commercial facility*

Business Assistance Resources

NEW - Microloan Connect Project

- *\$5,000 - \$50,000*
- *8 New micro-businesses served*
- *Average loan: \$18,500*
- *17 jobs created or retained through micro-lending*

Customized Business Tools

Business Development Tools
Industry Trends
Customized Demographics
Real Estate Site Location
Marketing Lists



Business Tools – Industry Reports

Coffee Shops



Key Statistics Snapshot

Revenue

\$27.8bn

Annual Growth 07-12

1.2%

Annual Growth 12-17

4.0%

Profit

\$1.6bn

Wages

\$6.3bn

Businesses

37,789

Market Share

Starbucks **35.6%**

Dunkin' Brands

24.5%

Key External Drivers

Consumer spending

Healthy eating index

Consumer sentiment index

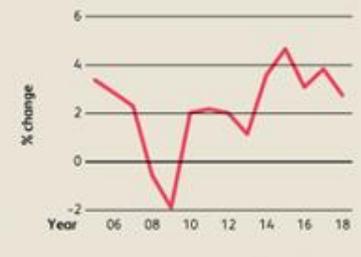
Per capita coffee consumption

Per capita disposable income

Revenue vs. employment growth

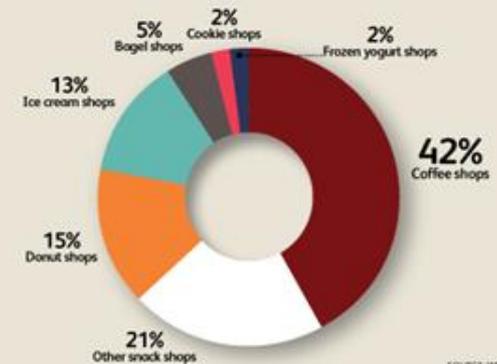


Consumer spending



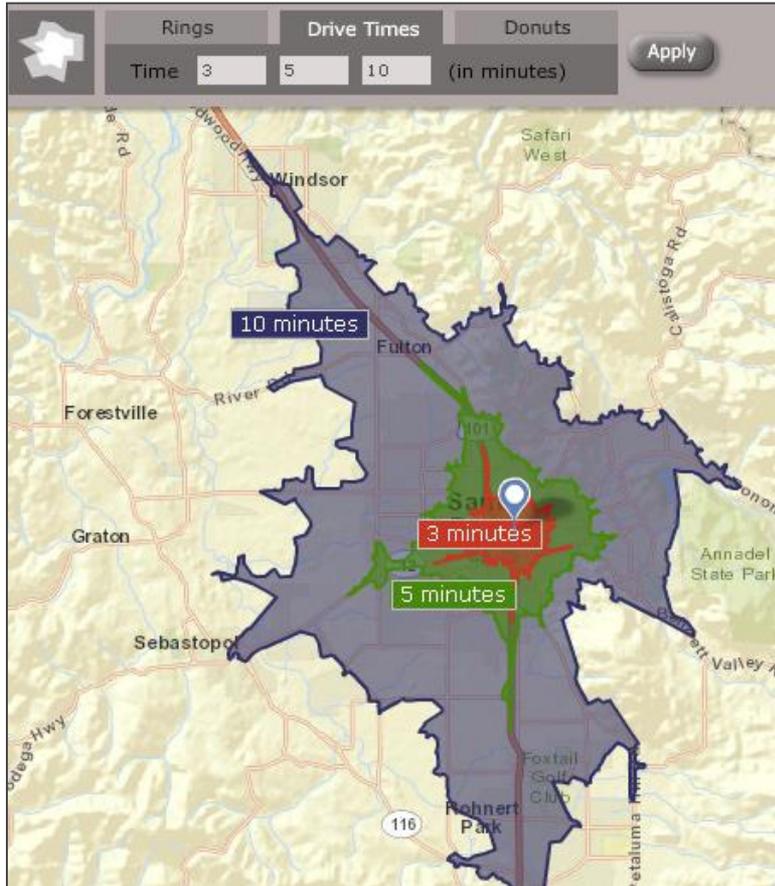
SOURCE: WWW.IBISWORLD.COM

Products and services segmentation (2012)



SOURCE: WWW.IBISWORLD.COM

Business Tools - Demographics



EDB
SANTA ROSA COUNTY
ECONOMIC DEVELOPMENT BOARD

Household Budget Expenditures

200 B St, Santa Rosa, CA, 95401
Drive Time: 5 minutes

Report supplied

EDB
SANTA ROSA COUNTY
ECONOMIC DEVELOPMENT BOARD

Demographic and Income Profile

200 B St, Santa Rosa, CA, 95401
Drive Time: 5 minutes

Report supplied

Summary	Census 2010	2012	Change Amount Spent	
Population	65,617	65,984		
Households	24,125	24,165	\$60,518.87	
Families	13,542	13,415	\$7,451.71	
Average Household Size	2.63	2.64	\$4,497.91	
Owner Occupied Housing Units	9,632	9,342	\$2,953.80	
Renter Occupied Housing Units	14,493	14,823	\$508.16	
Median Age	32.9	33.0		
Trends: 2012 - 2017 Annual Rate	Area	State		
Population	0.44%	0.67%	\$19,667.89	
Households	0.58%	0.66%	\$15,445.46	
Families	0.78%	0.81%	\$4,222.42	
Owner HHs	1.08%	1.03%	\$1,510.11	
Median Household Income	2.83%	3.35%	\$606.36	
			\$1,380.48	
Households by Income	2012			
<\$15,000	Number	Percent	\$1,400.93	
\$15,000 - \$24,999	3,190	13.2%	\$8,292.77	
\$25,000 - \$34,999	2,955	12.2%	\$1,608.56	
\$35,000 - \$49,999	2,580	10.7%	\$3,539.78	
\$50,000 - \$74,999	3,932	16.3%	\$2,860.08	
\$75,000 - \$99,999	4,691	19.4%	\$662.20	
\$100,000 - \$149,999	2,638	11.0%	\$1,395.22	
\$150,000 - \$199,999	2,866	11.9%		
\$200,000+	662	2.7%	\$401.03	
	630	2.6%	\$994.32	
Median Household Income		\$47,127	\$1,884.33	
Average Household Income		\$62,603	\$314.34	
Per Capita Income		\$23,715	\$6,040.61	
Population by Age	Census 2010		2012	
	Number	Percent	Number	Percent
0 - 4	5,103	7.8%	5,107	7.7%
5 - 9	4,441	6.8%	4,430	6.7%
10 - 14	3,827	5.8%	3,771	5.7%
15 - 19	4,239	6.5%	4,078	6.2%
20 - 24	5,690	8.7%	5,820	8.8%

Business Retention and Expansion

- Build relationships with local businesses;
- Help them stay and grow in Sonoma County;
- Assess and address their needs and concerns; and
- Connect them with vital resources



New PG&E program convinces Graton company to stay

Texas, Nevada and Oregon are among the states that tried to lure

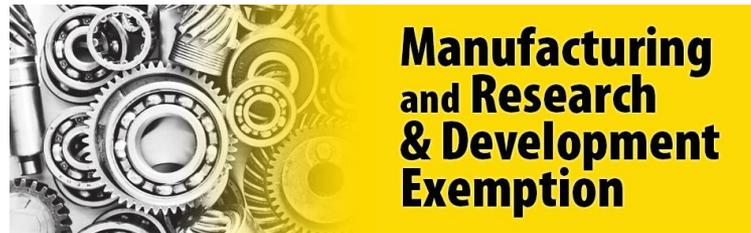
PRESSDEMOCRAT.COM

Business Retention and Expansion

Workforce training incentives:

- California ETP
- On the Job Training Incentives from Job Link

And other incentives:



*Pacific Gas and
Electric Company*[®]

Other Programs and Resources



Expanded breakout sessions, tasting sessions....

Sonoma County EDB

Thank You!!!

