

The program includes the following:

- Delivery of three workshops over a one-day period
 - ✓ Coordinator's Workshop
 - ✓ Task Force Workshop
 - ✓ Data Analysis and Reporting Strategies Workshop
- Survey Gold software and training (included in the Coordinator's Workshop)
- Develop customized survey instrument
- Direct unlimited communications access to two Extension staffers
- Project assessment meeting action plan review and development of draft final report

Project needs assessment

The team will consult with **the local community contact here** to establish a plan of work to include project timeline identify key inputs (including people who will be involved), outputs and final expectations of the project.

Delivery of workshops

The team will schedule with **the local community contact here** a day for delivery of three key workshops by the team of Extension professionals to train the Coordinator and the Task Force. A deliverable includes the development of a customized survey instrument. The local community contact will also receive the Survey Gold software and will be trained how to use the software during the Coordinator Workshop. A third workshop will cover the analysis, interpretation and reporting strategies of the data entered into Survey Gold and how to make use of the data.

Project assessment, action plan review, and final draft report

The team will facilitate a final meeting to review the project and action plan as result of the visits, and develop a final draft report.

Agriculture Business Survey

This program identifies proven strategies for strengthening agri-business development in your community.

This program provides the opportunity for **State name** communities to reference and potentially implement these successful strategies.



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OSU Extension – Community Development
25 Agricultural Administration Building
2120 Fyffe Road
Columbus, OH 43210

Contact info:

Bowen-Ellzey.1@osu.edu / Civittolo.1@osu.edu

Visit us online at: comdev.osu.edu

CFAES provides research and related educational programs to clientele on a nondiscriminatory basis. For more information: go.osu.edu/cfaesdiversity

OHIO STATE UNIVERSITY EXTENSION

Business Retention and Expansion: The Agri-business Sector



OSU Extension
Community Development
comdev.osu.edu



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

State Extension overview here

OSU Extension Community Development professionals enhance communities and neighborhoods by partnering with:

- Businesses, organizations, associations, and committees
- Current and emerging community leaders
- Elected and appointed officials

Through these partnerships we apply cutting-edge research, knowledge and innovations to help improve local businesses and communities. The national Extension network enables us to share perspectives with residents and leaders regarding local development issues, increase the knowledge base for individual and community decisions, develop skills necessary to help these partners achieve their individual and community goals and help create a more inclusive decision-making environment.



Agri-Business Retention and Expansion Program

The Agri-Business Retention & Expansion (BR&E) Program provides the resources, training, and tools to develop the capacity of the community to better understand agriculture and its economic impact on the community and region.

In addition to enhanced community capacity to address critical community issues, other outcomes of community engagement include a streamlined BR&E process that enables local leaders to focus on planning, action and results; a database of local information; and a more robust local economy.



Communities that actively implement an on-going BR&E program focusing on the retention and expansion of local agriculture businesses will:

- improve the business climate of the community,
- help to make local businesses remain competitive,
- increase employment, and
- stabilize the local economy

Incorporating technology

In today's workforce, time is truly of the essence. In order to ensure the highest return rate possible and to make sure coordinators are collecting the necessary data, a **mobile app** has been specifically created for collecting information. The app can also be used by our agri-business partners to answer the survey at a time of their convenience. A **tutorial for the app** is also available.

Of course, if the mobile app is not for everyone, you can **access the survey** from the internet or it can be mailed to the customer.

Results of the survey are combined to ensure confidentiality but to provide an accurate picture of the agribusiness sector in the region.

Using the combined survey results, the community can then develop a plan of action to emphasize the positive attributes and address potential negative issues.

