

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN *For Montana by Montanans*

MAIN STREET MONTANA PROJECT MEETING REPORT: JULY 23, 2013

Food and Agriculture Plan

SWOT ANALYSIS

STRENGTHS

- ◇ High Quality commodity
- ◇ Image
- ◇ Global Awareness
- ◇ Dedicated producers
- ◇ Education
- ◇ Potential for growth
- ◇ Abundance of quality products/ inputs
- ◇ Family values
- ◇ #1 Industry in State
- ◇ Unmet opportunities
- ◇ Personal touch- “know your farmer”
- ◇ Ability to rotate
- ◇ Citizen legislated (perspective)
- ◇ Tourism- GEO

WEAKNESSES

- ◇ Lack of Food science degrees
- ◇ Transportation Cost & Distance
- ◇ Lack of Consumer knowledge
- ◇ Extreme Weather
- ◇ Size of companies competing against BIG business
- ◇ Capital opportunities
 - Access to outside capital
- ◇ Perception of MT business friendliness and opportunities
- ◇ Manufacturers in State
 - Minded Labor pool
- ◇ Labor
 - Aging
 - Availability
 - Lack of training

- ◇ Education satisfying industry needs
- ◇ Perception of AG. Current role in MT

OPPORTUNITIES

- ◇ Youth awareness/ new interest
- ◇ Established partnerships and networks on local levels
- ◇ Restaurants serving local produce and meats
- ◇ Combine KIN
- ◇ Agriculture in Transition
- ◇ Consumer Awareness
 - Local movement
- ◇ Market of young “up-and-comers”
 - Foster/ training
- ◇ Cost of land
- ◇ New Relationships
 - Marketing relationships
- ◇ Manufacturing and processing plants
- ◇ Meat processing
- ◇ Authorizing exports to other states

THREATS

- ◇ Loss/ Access to land (limited)
- ◇ Loss of producers
- ◇ Cost of Land
- ◇ Loss of State and Fed Land
- ◇ Conflict with Land use due to the oil industry and coal
- ◇ Aging Ag Population
- ◇ GMO
- ◇ Availability of Transportation
- ◇ Conflict between private sectors and Gov. Agencies on needs met
- ◇ County standards and regulations
- ◇ Aging infrastructure
 - Road quality
- ◇ Labor Laws

WHAT COULD MAKE YOUR BUSINESS MORE SUCCESSFUL?

- ◇ Ethanol Plants
- ◇ Extensive Food science Degree through MUS
- ◇ Cohesive Manufacturing of products
- ◇ Pro-business Environment
 - Regulation
 - Expansion
 - Conducting business
 - More access to Transportation
- ◇ Meat Processing in Montana
 - Offal processing

- Bison, Pork, Poultry
- Cow/ Calf
- Packaging
- ◇ MT Beef and Produce in every school, hospitals, MUS
- ◇ MSU participating in making local Bozeman high quality wool and processing/ producing it in state
- ◇ Grocery stores supporting more “Made in Montana” products, perhaps an entire aisle at the store
- ◇ Government Regulations that hinder progress
 - DNRC- not allowing increased productions
 - DEQ- “CAFO” Animal Refinement *permits: Water Quality
 - DOL- Open Air policy *communicate more effectively
 - Processing under 1,000 birds for small producers
 - More Small food and AGR. Business resources and support
 - GOV. regulated MT beef for schools. Changing standards and subsidizing some of the costs
- ◇ Innovative Leadership at college of AGR.
- ◇ New perspective on AGR. to change bias reflections
 - Push MT AGR. forward in transition
 - Brand MT products, Market MT AGR-small business
 - Change consumer behavior
 - Awareness
 - Campaigns: “Where does your dollar go?”
- ◇ Trademark branding ex: Montana Wheat
 - Adding value to bulk commodities
- ◇ Small Business-startup- AGR. more resources and investors(before reaching high capacity)
- ◇ Competition- support more players in the industry to increase value of products
- ◇ Network of local amenities
- ◇ Category Manager
 - Sells MT products for all MT businesses to national and regional stores
- ◇ Aggressive Ads and Marketing
- ◇ Meat Processing/ Packaging Plant
 - Needs
 - Investors
 - Capitals
 - Transportation
 - Ethanol plant
 - Land
 - Water
 - Grass
 - Proteins for Cattle
 - MT Manufacturer
 - Feedlots throughout the state for high capacity
 - Plans
 - Labor
 - MT Grains

- Harvesters
- Dry land corn (S.E. MT)

PILLAR I: EDUCATE WORKFORCE

TOP PRIORITIES

- ◇ 105, 103, 106, 107, 110, 101, 119, 114
- ◇ Educate Managers- specific to industry
- ◇ Establish Work ethic in High School by having students get hands on experience and credit for having a job

PILLAR II: BUSINESS CLIMATE

TOP PRIORITIES

- ◇ 212, 209, 213, 206, 215, 205, 217, 218, 201, 202, 204
- ◇ Make sure the Federal regulations reflect the states needs
- ◇ 215- Resources needed like a “one stop shop”
- ◇ 210- “Evaluate”

PILLAR III: ECONOMIC FOUNDATION

TOP PRIORITIES

- ◇ 303,301, 307, 309, 318, 330, 325, 327, 329
- ◇ Local Economic development Agencies are hard to work with and do not reflect the same standards of service as the Governor’s office of Economic Development. Create a synchronized approach.
- ◇ 329- AGR and Local Communities
- ◇ Culture Issue with a preconceived notion of AGR. Role in Montana.
- ◇ 327- improve relations between sectors (public and private)

PILLAR IV: MARKET MONTANA

TOP PRIORITIES

- ◇ 413, 414, 411, 406, 405
- ◇ 406*- edit to reflect the Government assisting private sectors
- ◇ Market MT nationally and regionally- expand 413
- ◇ Cross-branding with other key industries
- ◇ Market source of verification (locally grown)

- ◇ Brand state of Montana tags for all meat and produce that shows where in the state this meat is from/ where the produce was grown...

PILLAR V: ENCOURAGE INNOVATION

TOP PRIORITIES

- ◇ 508, 504, 509, 505
- ◇ KIN summit meeting
- ◇ International Partners (Japan, China, etc...)

WHERE TO GO FROM HERE

- ◇ Meet More- Early October?
- ◇ Create more specific goals with a time frame
- ◇ Make a list of all agencies and order them by usage
- ◇ Explore more Resources
 - Public sectors (department Directors)
 - Commodity groups
 - Various industries
- ◇ Survey commodity groups (various AGR specific associations) for Top 5 priorities
- ◇ Priorities
 - NEW innovative leadership for Dean of AGR. At MSU
 - Streamline local foods into public institutions (Hospitals, schools, MUS)
 - AGR transition and plan
 - Sustainability
 - Expand and Grow Montana economy by adding value and keeping products in our state!
 - Small Scale producers play a key role in AGR- we need to promote that- they help teach future AGR. Generations
 - Revitalize GTA (Growth Through AGR. Program)
 - How do we make more food in Montana?
 - Commodities
 - Food products
 - Increase GNP for Montana
 - Add Value to exports
 - Make products in Montana
 - Expand businesses
 - Core Base: sell and export internationally and nationally