

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN *For Montana by Montanans*

DRAFT: Action Plan Problem
Statements

Food & Agriculture

Key Industry Network (KIN)

KIN Meeting Results

Topic Areas Identified for Small
Group Discussion

Remember, the 5 Pillars of the Main Street Montana Project form the context for KIN discussions

1. Train and Educate Tomorrow's Workforce Today
2. Create a Climate that Attracts, Retains and Grows Businesses
3. Build upon Montana's Economic Foundation
4. Market Montana
5. Nurture Emerging Industries and Encourage Innovation

Goals and Objectives for Food & Agriculture Identified in the Main Street Montana Business Plan

GOAL: Responsibly develop Montana's natural resources for long-term economic growth

Objective: Promote Montana agricultural products by adding value and increasing the accessibility to local, national and international markets.

- Tasks:**
- Encourage school districts to use locally raised agricultural products in school meal programs
 - Engage the private sector in a study of Montana's food production and distribution network to identify ways to make it easier for local agricultural producers to sell to local consumers and to national and international markets
 - Support and promote the development of more value-added agriculture processing facilities

Objective: Market Made in Montana products to Montana consumers.

- Tasks:**
- Increase awareness of Made in Montana agricultural products in Montana communities
 - Increase awareness of state procurement laws that allow state facilities to purchase Montana-produced food either directly or under relaxed procurement procedures

Website: <http://www.mainstreetmontanaproject.com/>

Full Business Plan: http://governor.mt.gov/docs/MSMP_draft_FINAL.pdf

The results of the October 7 Food & Ag KIN meeting identified 3 categories with 6 subcommittees for small group discussion.

Value Added

Subcommittee	Members
Meat Processing & Cattle Feed	Jim Peterson, Jim Fryer, Cole Mannix, Fred Wacker, Doug Stevenson, Maryln Vogeles, Bill Bryan, Scott Hibbard, Taylor Brown
Food Manufacturing & Grain Processing	Janice Tusick, Dean Williamson, Randy Gilbertson, Greg Thayer, Mark Black, Jon Stoner, Bob Quinn, Nate Brown, Mark Jensen
Wool Processing	Dave Tyler
Increase Exports	Buzz Matlin, Jim Peterson, Bob Quinn

Marketing

Subcommittee	Members
Expand Local Food	Dean Williamson, Janice Tusick, Nate Brown, Bob Quinn, Mark Jensen

Education & Research

Subcommittee	Members
Research	Buzz Matlin, Bob Quinn

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN *For Montana by Montanans*

Subcommittee: Meat Processing and Cattle Feed

Pillar 3: Build upon Montana's Economic Foundation

Pillar 5: Nurture Emerging Industries & Encourage Innovation

Objective: Promote Montana agricultural products by adding value and increasing the accessibility to local, national and international markets

- **Support and promote the development of more value-added agriculture processing facilities**

Tasks and Strategies:

- Identify actions that can be taken to assist and develop a mid-sized meat processing facility.
- Identify potential funding sources for the facility.
- Develop a sustainable and consistent source of cattle feed from Montana.
- Review the feasibility study by One Montana on a mid-sized meat processing facility.
<http://onemontana.org/sites/default/files/One%20Montana%20Meat%20Processing%20Facility%20Feasibility%20Study%20Final%20Report%209.29.14%20full.pdf>

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN *For Montana by Montanans*

Subcommittee: Food Manufacturing & Grain Processing

Pillar 2: Create a Climate that Attracts, Retains and Grows Businesses

Pillar 3: Build upon Montana's Economic Foundation

Pillar 5: Nurture Emerging Industries and Encourage Innovation

Objective: Promote Montana agricultural products by adding value and increasing the accessibility to local, national and international markets

- Encourage the private sector in a study of Montana's food production and distribution network to identify ways to make it easier for local agricultural producers to sell to local consumers and to national and international markets.
- Support and promote the development of more value-added agriculture processing facilities .

Objective: Market Made in Montana products to Montana consumers.

- Increase awareness of Made in Montana agricultural products in Montana communities.

Tasks and Strategies:

- Identify specific food manufacturing and grain processing facilities that could be successful in Montana.
- Identify obstacles and barriers within the states regulatory system.
- Develop a SWAT analysis of food manufacturing & grain processing.

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN

For Montana by Montanans

Subcommittee: Wool Processing

Pillar 3: Build upon Montana's Economic Foundation

Pillar 5: Nurture Emerging Industries & Encourage Innovation

Objective: Promote Montana agricultural products by adding value and increasing the accessibility to local, national and international markets

- **Support and promote the development of more value-added agriculture processing facilities**

Objective: Market Made in Montana products to Montana consumers.

- **Increase awareness of Made in Montana agricultural products in Montana communities**

Tasks and Strategies:

- Provide an industry analysis of wool processing in Montana.
- Identify actions that can be taken to increase market penetration of wool processed in Montana.

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN

For Montana by Montanans

Subcommittee: Increase Exports

Pillar 3: Build upon Montana's Economic Foundation

Pillar 4: Market Montana

Pillar 5: Nurture Emerging Industries & Encourage Innovation

Objective: Promote Montana agricultural products by adding value and increasing the accessibility to local, national and international markets

- **Encourage the private sector in a study of Montana's food production and distribution network to identify ways to make it easier for local agricultural producers to sell to local consumers and to national and international markets.**

Tasks and Strategies:

- Identify markets existing and emerging to increase exports of Montana agricultural products.
- Identify barriers to trade for Montana agricultural products.
- Identify transportation resources to facilitate exports.
- Review and compile existing exports of agricultural products.
- Identify marketing opportunities and adding value to agricultural exports.

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN *For Montana by Montanans*

Subcommittee: Expand Local Food

Pillar 2: Create a Climate that Attracts, Retains and Grows Businesses

Pillar 3: Build upon Montana's Economic Foundation Pillar 4: Market

Montana Pillar 5: Nurture Emerging Industries & Encourage Innovation

Objective: Promote Montana agricultural products by adding value and increasing the accessibility to local, national and international markets.

- Encourage school districts to use locally raised agricultural products in school meal programs.

Objective: Market Made in Montana products to Montana consumers.

- Increase awareness of Made in Montana agricultural products in Montana communities.
- Increase awareness of state procurement laws that allow state facilities to purchase Montana-produced food either directly or under relaxed procurement procedures.

Tasks and Strategies:

- Identify resources for local food to gain access into local markets.
- Review procurement laws for state facilities.
- Identify barriers and food safety requirements for local foods.

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN *For Montana by Montanans*

Subcommittee: Research

Pillar 2: Create a Climate that Attracts, Retains and Grows Businesses

Pillar 3: Build upon Montana's Economic Foundation Pillar 4: Market Montana Pillar

5: Nurture Emerging Industries & Encourage Innovation

Objective: Promote Montana agricultural products by adding value and increasing the accessibility to local, national and international markets.

Tasks and Strategies:

- Support increased funding for agriculture research.
- Identify opportunities for more research collaboration and information sharing.
- Meet with universities to identify needs and areas of support.
- Identify best practices and research that is applicable to Montana and can enhance and add value to agriculture.

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN *For Montana by Montanans*

Food & Agriculture KIN

Co- Chairs

First Name	Last Name	Company	Phone	Email	Specialty
Greg	Thayer	Montana Milling	406-771-9229	Greg@montanamilling.com	Grain
Jim	Peterson	Peterson Ranch	406-366-4030	jimpetersonranch@gmail.com	Beef

Steering Committee

First Name	Last Name	Company	Phone	Email	Specialty
Janice	Tusick	Mission Mountain Food Enterprise	406-676-0676	jan.tusick@lakecountycdc.org	Processor
Fred	Wacker	Cross Four Ranch	406-322-1111c 406-951-3953w	fwacker@midrivers.com	Beef
Doug	Stevenson	Basin Angus Ranch	406-374-2332	doug@basinangus.com	Beef
Cole	Mannix	Mannix Ranch	406-544-7329	mannixcn@gmail.com	Beef
Marilyn	Vogele	Rancher	406-486-5766	mvoegele@midrivers.com	Beef
Buzz	Mattelin	MT Wheat & Barley	406-786-3286	bmattelin@gmail.com	Grain
Jon	Stoner	Stoner & Sons	406-398-5529	stoner@ttc-cmc.net	Pulse
Dean	Williamson	MSU Sustainable Foods and Bioenergy Systems	406-451-2184	dwilliamsonmt@gmail.com	Buyer/Seller
Dave	Tyler	Thirteen Mile Lamb & Wool Company	406-388-4945	dave.tyler@lambandwool.com	Beef/Lamb
Jarret	Azure	Little River Smokehouse	406-353-2649	jarrett@islandmt.com	Processor
Bill	Bryan	One Montana	406-522-7654	billb@onemontana.org	Processor
Scott	Hibbard	Sieben Ranch	406-442-1805	scott@siebenlivestock.com	Beef
Mark	Black	Malteurop	406-791-2808	mark.black@malteurop.com	Grain
Randy	Gilbertson	Pasta Montana	406-808-2624c 406-761-1516w	randyg@pastamontana.com	Processor
Alicia	Moe	Cream of the West	406-632-4153h 406-632-4804w	moe@hc-cmc.net	Processor
Jeff	Van Pevenage	Columbia Grain International	406-453-6506	jvanpevenage@columbiagrains.com	Buyer/Seller
Bob	Quinn	Kamut International	406-378-3105	bob@quinnorganic.com	Grain
Nate	Brown	Amaltheia Organic Dairy/ MT Organic Association	406-388-0569	g.nathanbrown@gmail.com	Dairy
Brad	Simshaw	Blackfoot River Brewing Company	406-449-3005	Brad@blackfootriverbrewing.com	Processor
Taylor	Brown	Northern Broadcasting	406-539-0288	taylor@northernbroadcasting.com	
Mary	Tuck	Kalispell Creamery	406-756-6455	mary@kalispellcreamery.com	Dairy
Dan	Hofer	Milford Colony	406-562-3372		
Mark	Jensen	Smoot Honey	406-899-4834	mark@smoothoney.com	Processor
Jim	Fryer	Bos Terra LLP, feedlots	406-423-5808	jfryer@bosterra.com	Feedlot

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN *For Montana by Montanans*

Food & Agriculture

Key Industry Network

Subcommittee – Topic Areas

November 14, 2014