



Know how. Know now.

BUSINESS VENTURES AND INNOVATION

Meeting the Challenge

Nebraskans are concerned about community vitality and economic growth. Lack of employment opportunities, per capita income, diverse populations, and keeping youth in communities are on-going concerns. While some communities are slowly growing, many more are losing population and economic capacity. Entrepreneurship and innovation can help grow the state's economy during an era of globalization and rapid change.

Extension's Impact

- 127 *individuals* attended The Food Processing Center's Recipe to Reality Seminar. Of those, 9 *companies* proceeded to Product to Profit. Additionally, 5 companies with a total of 20 employees participated in a USDA RBEG grant to conduct customer analyses and develop growth plans.
- A total of 50 individuals completed the 12-week EDGE course where they worked on a business/management plan. The course was hosted by the Phelps-Kearney EDGE Coalition
- Nebraska Cooperative Development Center provided startup, expansion, financial or technical assistance to 21 cooperative groups, totaling approximately \$140,000 economic impact and over 1500 education and program contacts.
- 133 business owners and managers invested over 3302 hours learning behavioral management techniques for increased firm productivity.
- In three years, over 750 individuals and groups have participated in the online Red Carpet training. Participants on average increased in their understanding of the importance of tourism to the region's economy knowledge by over 50% and indicated an increase in their ability to share information about several "hidden treasures" in the area by over 40%.
- Buy Fresh Buy Local Nebraska assisted with 4 Farmers' Market- Direct
 Marketing Workshops including 87 beginning farmers. 10 Spanish-speaking
 & 37 Santee Tribe member participants started selling at their local
 farmers market.
- Kimmel Education and Research Center coached and trained 15 Nebraska businesses on strategies to increase revenue, create jobs, and expand



Community Members Planning To Cooperatively Own Their Grocery Store.

"AFTER PARTICIPATING IN THE
STRENGTHSFINDER SESSION, BUSINESS
OWNERS DEVELOPED A NEW INCENTIVE
PACKAGE FOR SALES STAFF, FOCUSED
AROUND GREAT CUSTOMER SERVICE"

- EAS Gallup Participant

Public Value

When you support Extension's entrepreneurship and business programs, you support Nebraska's economy.

Extension's entrepreneurship and business development programs result in greater profitability and sustainability for individuals, organizations and communities.

Nebraska entrepreneurs have a resource in UNL Extension that can help them access UNL assistance and collaborate with other entrepreneurial providers.

FOR MORE INFORMATION, CONTACT YOUR LOCAL UNL EXTENSION OFFICE, HTTP://WWW.EXTENSION.UNL.EDU OR Mark Hutchison, 402-472-0381 for this Extension Initiative.



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.