

ATTENTION

MID-MICHIGAN FARMERS & FOOD PRODUCERS:

Allen Market Place is excited to offer you access to **free services** in the following topics:

Business Planning
Business Management
Business Marketing
Food Safety
Product Innovation

Receive free services & consultations from the following experts:

Tom Donaldson, Regional Director of Michigan Small Business Development Center at Lansing Community College. Tom is a seasoned business executive with broad knowledge of all aspects of small business management including marketing, operations, accounting, and finance.

Phil Tocco, food safety educator for MSU Extension in Jackson County. Phil is able to provide resources directly to farms developing food safety programs, especially hazard analysis, farm safety plans, pre-GAP consultation, post-harvest handling, and other topics.

MSU Product Center. Innovation Counselors connect entrepreneurs with MSU Product Center's wide range of offerings. A great opportunity for value-added producers with packaging/labeling, food safety, product development, nutrition analysis, or other needs. Many of these resources are free, and grant funds can be used to access the range of paid services offered.

Entrepreneurs or established businesses growing or processing food products for sale in Mid-Michigan (within 100 miles of Lansing) are invited to apply to take advantage of this offer!

There is a limited amount of funding for opportunities with each expert. Applications will be received and awarded on a rolling-basis until funding for that area of expertise has been depleted. Active suppliers on the Exchange are encouraged to apply!



Contact:

Exchange Manager, John McCarthy
517-999-3923, exchange@allenneighborhoodcenter.org

Application for Services

All information you provide is confidential, and will only be used by ANC staff and the experts identified. Please use additional sheet if needed & submit to Exchange Manager.

Name of individual applying: _____

Legal Name of Business: _____

Type of Business: FARM FOOD PRODUCER OTHER _____

Phone: _____

Address: _____ City: _____

Email: _____

Description of business: (Age, size, scale, where you sell products, etc.)

Description of business needs:

Which expert's services are you applying for? (please circle all that apply)

Tom Donaldson
Business/Marketing, etc.

Phil Tocco
Food Safety

MSU Product Center
Product Development

How would you benefit from these services? Please be specific. Include expected changes to your current business model, and how you would track and report any changes or improvements.
