

Agenda

Putting it All together (SP12)

Topics

- Key Takeaways (from the SP track)
- Resources available to you
- Staying connected

Learning Objectives

1. Business Strategies and Business Models are often more complicated.
2. Understand the three core business types and how they differ:
 - Economics
 - Customer Relationship Management
 - Infrastructure Management
3. Ideally though, these are unbundled into separate entities to avoid conflicts and undesirable tradeoffs.



Agripreneurship at NC State



January 11 at 8:48 AM · 🌐

Interesting - who would have thought to open a shrimp farm in the upper Midwest?



TWINCITIES.COM

Aquaculture firm to open first shrimp farm in S.D., not Minnesota, citing state regulations



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January 18 at 10:27 AM · 🌐

Interesting interview - gives some background as well as thoughts about the future of the crop.



AGRICULTURE.COM

What Farmers Need to Know About Growing Hemp

Farmers have a lot of questions about hemp, so we asked expert Micha...



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January 19 at 9:09 AM · 🌐

Gets rid of problems from weather and pests! (h/t to Michelle!)



AGFUNDERNEWS.COM

80 Acres Farms Raises \$40m to Complete 'First Fully Automated Vertical Farm' - AgFunderNews

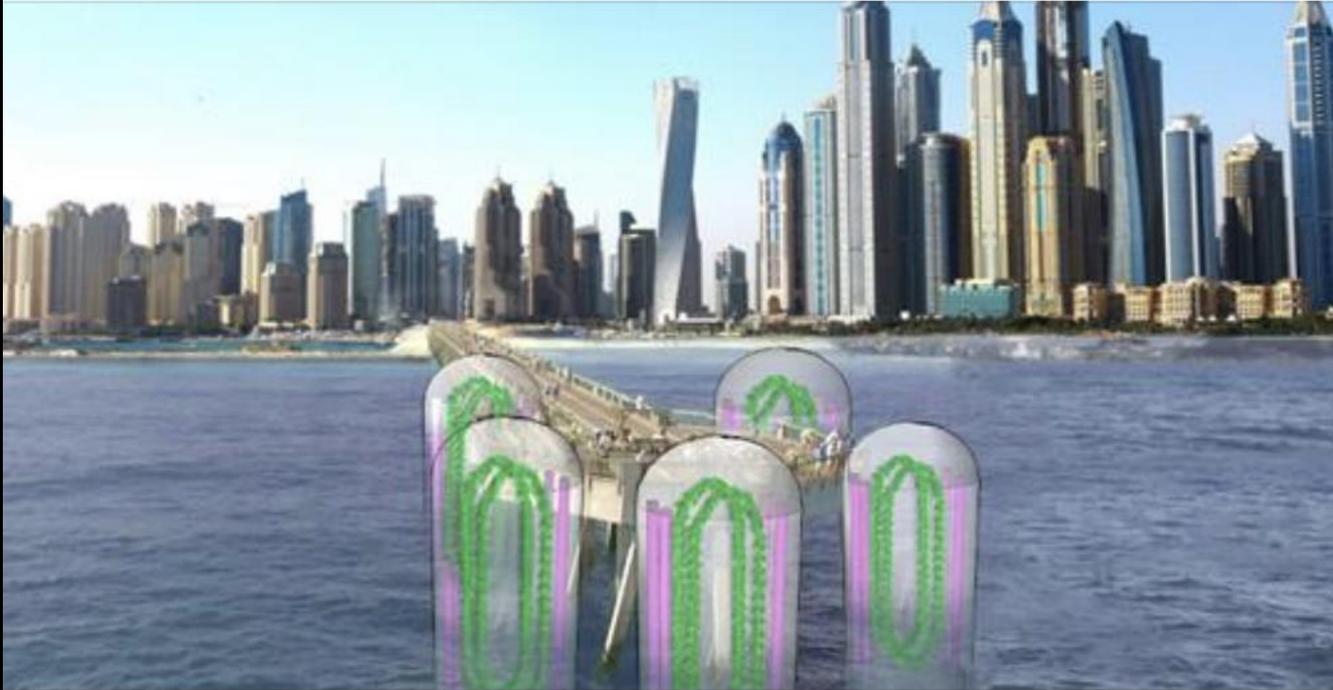


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January 22 at 8:21 AM · 🌐

Kind of an unconventional place for a farm!



THEENGINEER.CO.UK

Floating deep farms promise year round production of food crops



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January 22 at 8:22 AM · 🌐

Singapore is a city and a nation, and as such, has unique challenges in agriculture. Here's an innovative approach.



WEFORUM.ORG

How Singapore is securing its food supply with rooftop farms



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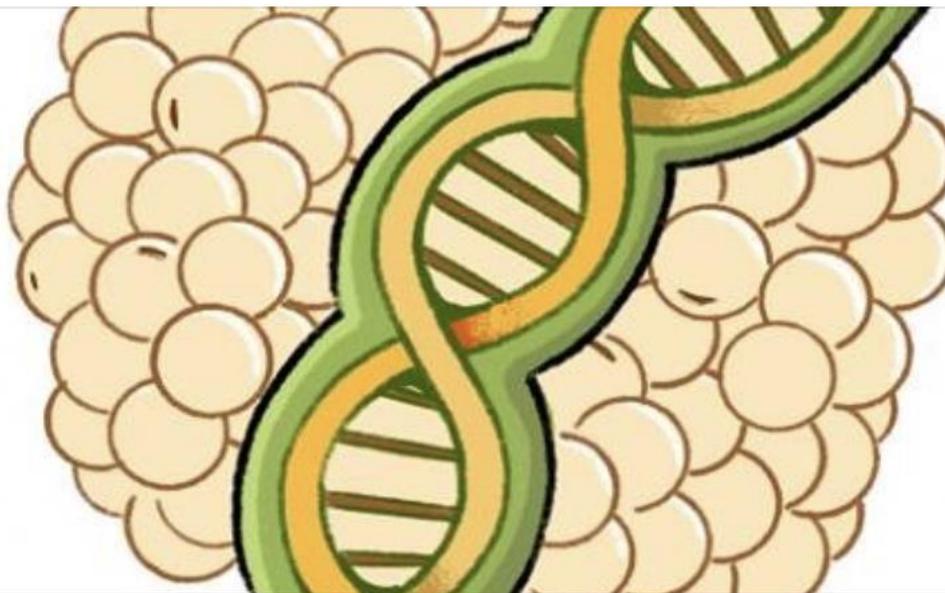


January 22 at 10:23 AM · 🌐

Interesting - soybeans for specific markets.

Quote: "These beans have other attributes that buyers like, too. 'High-oleic soybean oil used for frying can last three times longer than conventional soybean oil,' says Manoj Sahoo, Calyxt chief commercial officer.

"Several other high-oleic soybean offerings exist. Bayer Crop Science has its Vistive Gold brand, while Plenish is the name of Corteva's high-oleic product. ... [See More](#)



AGRICULTURE.COM

High-Oleic Soybeans Out of the Lab, Into the Field

Gene-edited products such as Calyxt's high-oleic soybeans are now...



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January 22 at 6:10 PM · 🌐



Mechanical harvesting of strawberries on the horizon.



NEWFOODECONOMY.ORG

Strawberry farmers: Come with Harvest CROO if you want to live



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January 23 at 8:08 AM · 🌐



Keeping abreast of global developments and trends is key. Brazil is one of the US' biggest competitors for agricultural exports, and this article shows them to be ramping up their game. Quote: "We have an advanced environmental policy, a well-made production with a good environmental and social impact, and we can more than double the production of food in the area currently occupied," says Marcelo Vieira president of the Brazilian Rural Society (SRB).



RIOTIMESONLINE.COM

Brazil's Bolsonaro Wants to Attract Agribusiness Investors in Davos | The Rio Times



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January 24 at 11:45 AM · 🌐

Um, OK. Not sure how this is going to help feed the world, but it looks like fun!



POPULARMECHANICS.COM

Virtual Farming Can Earn You Real Money

Farming Simulator is starting an e-sports league. Fake farming has...



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January 26 at 9:38 AM · 🌐

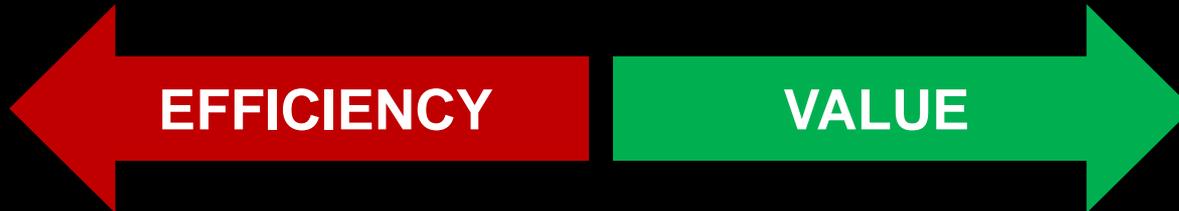
A North Carolina success story! Scott Family Farms has been a great participant in our [Executive Farm Management Program](#) - Linwood Scott (EFM 1) and Dewey Scott, Jeff Thomas, and Reid Petway (EFM 2)- great to have them attend and contribute!



AGRICULTURE.COM

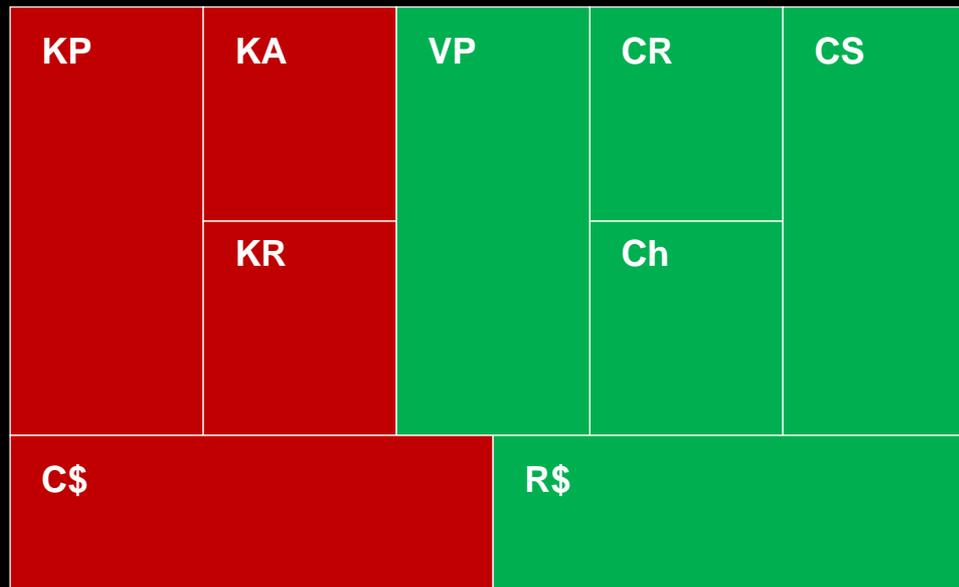
How Scott Family Farms Grew From 60 to 14,000 Acres

With humble beginnings on 60 acres, the sixth-generation Scott...



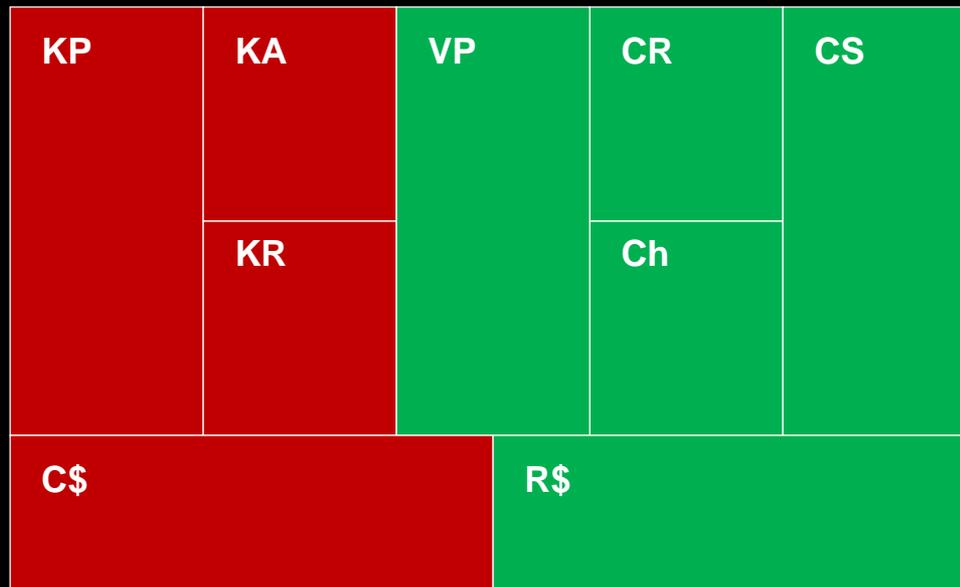
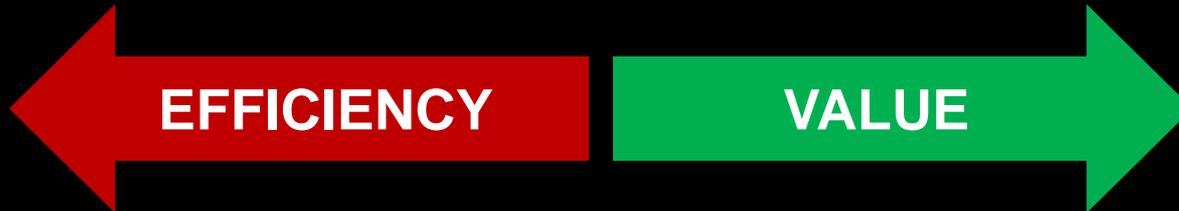
This side is about internal operations and efficiency – “scalable and repeatable”.

This side tends to be static and follow deliberate-strategy thinking.



This side is about value creation and meeting market needs.

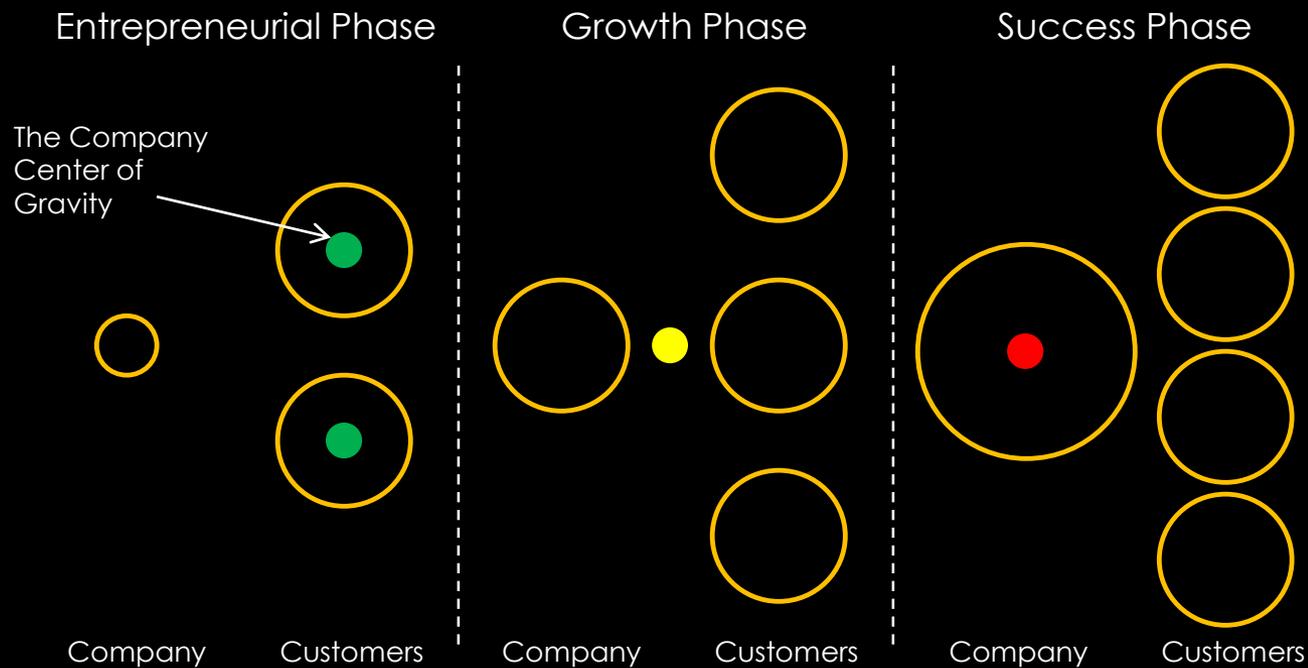
This side is dynamic and requires emergent-strategy thinking.



In well managed companies, this side is optimized for performance.

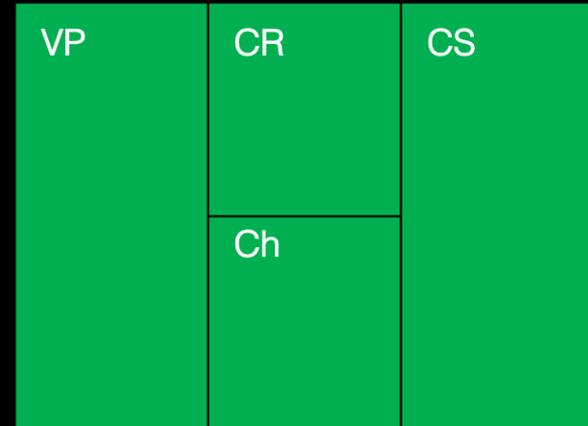
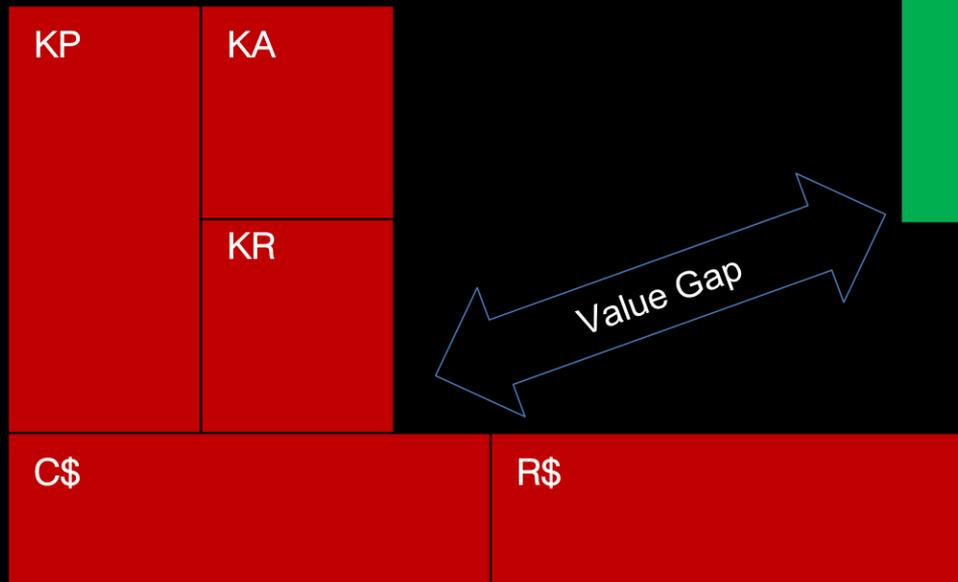
On this side, you've achieved ideal product-market fit.

Evolution of Customer Centric Thinking



Source: "The Profit Zone", Exhibit 2.1, page 19

Over time a "Value Gap" forms.



You no longer have product-market fit.

How do the Browns
avoid this fate?

Who will help you?

KEY PARTNERS

How do you do it?

KEY ACTIVITIES

What do you do?

VALUE PROPOSITION

How do you interact?

CUSTOMER RELATIONSHIPS

Who do you help?

CUSTOMER SEGMENT

What do you need?

KEY RESOURCES



How do you reach them?

DISTRIBUTION CHANNELS

What will it cost?

COST STRUCTURE

How much will you make?

REVENUE STREAM

Key Takeaways

- Strategic planning is hard work, but unless you consider yourself lucky, it is the only way to expand your farm business.
- Strategic planning is not a one time thing; it is best done periodically by stakeholders with different knowledge and experiences
- The biggest benefits (and risks) come from taking an “outside-in” approach
- You now have a framework with specific tools and processes to help you do this

Do You Have the
Confidence to
Start Using
These?

Resources available to you

- CIMS website
 - 'Best practice' practitioner articles
 - Notice of upcoming events
- Traversing the Valley of Death
 - Proven methodology for entrepreneurs
 - Customizable tool kit
- Value Creation practicum
 - Idea development
 - Market research
- Custom workshops

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Learning Objectives

1. We greatly respect what you do and we want to make the course even better
2. We need your continued involvement to do this
3. THANK YOU!