

## Cornell CEA Entrepreneur Conference

Wednesday November 1 – Thursday November 2

Optional Friday November 3<sup>rd</sup> Cornell CEA Industry Stakeholder Meeting

401 Warren Hall

Cornell University

Ithaca, NY 14853

### Wednesday November 1, 2017

- 8:30-9:00 Register  
9:00-9:30 Welcome and introductions  
9:30-10:00 Introduction to Controlled Environment Agriculture, common crops, systems, and market trends, Neil Mattson

10:00-10:30 Break

#### *Setting the Stage*

- 10:30-11:00 Ten things you should know when starting a CEA business, Neil Mattson  
11:00-11:30 Why locate in New York State? State and regional resources & incentives  
11:30-12:00 SWOT & Mission/Vision statements, Laura Biasillo  
12:00-12:30 Mission/Vision discussion (break into small groups to share, report back to large group)  
12:30-1:15 Lunch

#### *Marketing plan*

- 1:15-1:45 Market channel assessment tools and Market research collection, Laura Biasillo  
1:45-2:15 Marketing discussion (break into small groups to share, report back to large group)  
2:15-2:30 Consumer willingness to pay for locally grown produce, Miguel Gomez  
2:30-3:00 Lessons learned surveying produce buyers across diverse market channels, Julie Stafford

#### *Site considerations*

- 3:00-3:15 CEA site considerations, Neil Mattson  
3:15-3:45 Coffee and travel to Kenneth Post Lab greenhouses (10 minute walk from Warren Hall)  
3:45-4:45 Visit research greenhouses at the Kenneth Post Lab  
4:45+ Refreshments and networking

**Thursday November 2, 2017**

8:30-9:00 Coffee and gather

9:00-9:15 Recap and preparing for Day 2, Neil Mattson

### *Business organization*

9:15-9:45 Business Structures & Financial Implications, Laura Biasillo

9:45-10:15 Business organization discussion (break into small groups to share, report back to large group)

10:15-10:30 Coffee break

### *Cost accounting and cash flow*

10:30-11:00 Spreadsheet tools accounting for costs in CEA lettuce and tomatoes, Miguel Gomez

11:00-11:30 Introduction to Cash Flow Statement, Income Projections, Budgets & AgDecisionmaker & Ag Alternatives, Laura Biasillo

11:30-12:00 budget and cost conversations (break into small groups to share, report back to large group)

12:00 Introduce afternoon panelists

12:00-1:00 Networking lunch

1:00-2:00 Finance Panel: What financiers are looking for in a fundable business  
3 members representing different financing options

2:00-3:00 Grower panel

3 current CEA proprietors on the journey to establish and grow their business followed by panel discussion

3:00-3:15 Coffee

3:15-4:45 Pitch your business – attendees invited to share a 2 minute pitch on their business idea and get feedback from attendees

4:45-5:00 Wrap up and evaluations

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