Cornell CEA Entrepreneur Conference
Wednesday November 1 – Thursday November 2
Optional Friday November 3rd 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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