



Project name: Catalyzing Food Entrepreneurship

Project goal: To understand the role of non-profit organizations in supporting value creation for small-scale food producers.

Grant information: This project is partially funded by The Ohio State University's Initiative for Food and AgriCultural Transformation (InFACT), a Discovery Themes program.

Timeline: January 2021 – December 2021

Project deliverables

We will synthesize and assess data from:

- At least 5 focus groups of food producers
- 5-10 case studies of similar types of food business incubators
- 1,500 food producers surveyed from across Ohio and the region
- Review of local trends in land use and sustainability practices
- 1 pilot training on meat science and marketing to test producer willingness to participate in training services

Project outcome

Recommendations for new programs helping small-scale food producers:

- Access new markets
- Prevent food waste
- Grow their business

Project partners

- The Ohio State University
- Sustainable Economies Consulting
- The College of Wooster



Spotlight on FoodSphere

The research from this project will be used to advise organizations that support food producers. In particular, the recommendations will inform development of FoodSphere: The Entrepreneurial Center at Local Roots Market and Café. This new kitchen/business incubator is currently being established in downtown Wooster, Ohio.



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