

Women in Agriculture News

Adding Value – Is It the Role of an Entrepreneur, an Innovator, and or a Manager?

A frequent request for workshops at the Women in Agriculture (WIA) conference is on the topic of value-added. To that end, many previous WIA conferences have featured a session on this topic; producers have shared ideas about what has worked for them, and information about new ventures they have undertaken. Perhaps you considered using or adapting one of these ideas for your business. If you, in turn, put that idea into practice to change and grow your business – that is wonderful – it would be considered a milestone for the WIA program goals, and hopefully for you, the grower, as well. And if that new practice or venture is successful – you, the grower, might consider yourself a successful innovator, and perhaps a manager, too. If that is what you are aiming to do - terrific! Congratulations!

But let's take this one step further. Would you consider the above accomplishment being an entrepreneur? Suppose you want to stay on the

cutting edge, and grow your business even more - to keep ahead of other innovators? Considering the differences in roles of entrepreneurs, innovators, and managers might help direct your business growth.

In reading definitions of the terms, there seem to be distinct differences between being an entrepreneur and being an innovator. Dictionary.com defines an *entrepreneur* as “a person who organizes and manages any enterprise, esp. a business, usually with considerable initiative and risk.”

Dictionary.com also defines an *innovator* as “one who introduces something new; make changes in anything established”, and a *manager* as “a person who has control or direction of an institution, business, etc., or of a part, division, or phase of it”.

The distinction in these roles might have important impacts on your business if you are considering a new value-added agriculture venture.

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Women in Ag Network - First Tour

The **Vineyard & Winery Tour** was held on Tuesday, July 10th, in Sudlersville, MD. Despite the near record high temperature, over 30 participants attended the two-stop tour: Golden Run Vineyards and Tilmon's Island Winery. The WIA Network is a group of women in the local region (DE, MD, NJ, PA) who participate in various classroom type settings, in this case, on-farm outdoor classrooms, to learn about a particular topic and have an opportunity to network with other ag women.

Top right—Don Tilmon, owner of Tilmon's Island Winery, explains the process of bottling his boutique wines.

Bottom right - Tour participants sampling Tilmon's Island Wine.

Bottom middle - Golden Run Vineyards

Bottom left - Participants touring Golden Run Vineyards.



Adding Value – Is It the Role of an Entrepreneur, an Innovator, and or a Manager? *Cont.*

Have you ever considered your role in your business? Do you consider yourself an innovator, or an entrepreneur or a manager? A new venture requires someone who has skills in all these areas. That is not to say that one person needs to possess all of these skills. That determination will depend largely on the size of your business, and how fast it grows.

I recently attended a workshop presented by Dr. Chris Peterson, Director of the Michigan State University Product Center. His workshop was entitled Building Entrepreneurial Capacity for Agriculture. In his presentation he examined what he called “the basics” – he made comparisons in an attempt to further emphasize the distinct roles and opportunities as related to innovation and entrepreneurship.

Definitions used by Dr. Peterson: *Entrepreneurship* – the drive and skill to commercialize a new venture (which assumes risk). *Innovation* – the drive and means to create a new idea; not adoption; not a venture.

Peterson’s presentation emphasized that in today’s agriculture there is a declining agri-food firm profitability, and that perhaps an understanding of what people skills are needed will help to create more successful ventures. He stressed the need to examine what he referred to as “the basics” as a way to begin addressing the declining agri-food firm profitability.

He did this by comparing roles and ideas such as:

- ⇒ **innovation vs. market opportunity** - a new idea for a business change (innovation) should not be confused with opportunity.
- ⇒ **entrepreneur vs. manager** - the difference between creating a new venture with no existing endowment and the ability to sustain a venture (with existing endowment of resources).
- ⇒ **venture potential vs. feasibility** - can the venture create profits under general assumptions, and can the venture really create profits when the knowable factors are taken into account?
- ⇒ **entrepreneurship vs. innovation** - the drive and skill to commercialize a new venture, versus the drive and means to create the idea (not adoption; not venture).
- ⇒ **entrepreneurs and innovators** need not be the same person, but some may have both skills.

If adding value to your agribusiness is a priority for you, it is important to understand the differences in the skills of an innovator, a manager, and an entrepreneur. Adding value can be an innovation or a new venture – knowing the strengths of your people resources will be helpful as you grow your business.

Census of Ag - Women in Ag! Be Counted in 2007!

The Census of Agriculture will be conducted by National Agricultural Statistic Services (NASS) in early 2008. The census report forms are scheduled to arrive in farmers’ mailboxes around December 30, 2007. Recipients are asked to return them by February 4th, 2008.

According to NASS, for the purpose of the Census of Agriculture, an agriculture farm is any commercial or noncommercial place from which \$1,000 or more of agricultural products were raised and sold, or have the potential to be sold, during the census year.

To be sure that you are on the mailing list to receive a Census of Agriculture report form, you may call 800-892-2660 or go to www.nass.usda.gov/counts to provide information.

In 2002, NASS reported that the census of agriculture counted 2,128,982 farms, and approximately 27.2% of those farms were operated by women.

Other quick facts about women principally operated farms as reported by NASS in 2002:

Farm Size - 35% were 10 - 49 acres, and 30% were 50 - 179 acres.

Ownership of Farm - 63% were reported to be full owners, 30% were reported to be part owners, and 7% reported being tenants.

Type of Organization - 91% were family or individual, versus being a partnership or corporation.

Women in Ag Network — Two Upcoming Workshops

**Safe Chainsaw Use
SARE Grant Writing**

Chainsaw Workshop

Date: Saturday, October 27th, 2007

Place: Pine Hill Farm, 1752 Dixie Line Road, Newark, DE 19702

Time: 9am – 1 pm ****RAIN or SHINE****

Chainsaws – very useful tools! Do you have fallen limbs and downed trees? Or maybe you want to cut your own firewood? These types of tasks around the farm can be a big undertaking, and knowing how to safely use a chainsaw can make the task easier and less time consuming.

The chainsaw workshop will include a demonstration using both an electric and gas powered chainsaw. The presentation will include discussion on how to choose the right size chain saw, the many important safety issues, and chainsaw maintenance.

There will be opportunity for participants to have hands-on learning. Snacks and beverages will be provided.

Workshop space is limited, so please register early. Please do bring any chainsaw safety equipment you have. Do not bring your own chainsaw.

Directions to Pine Hill Farm are on page 4.

Pine Hill Farm raises Emu for meat and oil products. They are also Delaware’s only Shittake mushroom producer.

SARE Grant Writing Workshop

Date: Thursday, October 18th, 2007

Location: Kent County Extension Office, Paradee Center, Dover, Delaware

Time: 4:00 pm - 5:30 pm

The workshop will cover the basic ground rules for making a SARE Farmer grant application. Typically these grants average between \$5,200 and \$10,000 to test new crops and practices to share with other farmers.

The workshop will also provide you with examples of successful applications, and help you establish an outline for writing your grant application. You are strongly encouraged to come to this workshop with ideas for applying for SARE grant funds.

The Farmer Grant application deadline is December 18th. Our hope is that after attending this workshop, you will have plenty of time to complete your application.

Please register by completing the form below. If you have any questions, please contact Laurie Wolinski at:

Lgw@udel.edu or 302-831-2538

Directions to Paradee Center can be found on:
<http://ag.udel.edu/extension/kent/direc.htm>

Please detach and return the registration from below.

Women in Ag Events

Return Form to:

Laurie Wolinski

UNIVERSITY OF DELAWARE
101 EDWARD R. WILSON HOUSE
NEWARK, DE 19716-2131

Or by:

Fax: 302-338-8096
E-mail: Lgw@udel.edu

Name _____

Address _____

Phone - Home or Cell _____

E-mail _____

I am registering for (please check boxes):

Chainsaw

SARE Grant Writing

Directions to the Chainsaw Workshop at Pine Hill Farm

From the South: Take Rt. 896 North toward Newark. Pass Glasgow High School on your right. At the next major intersection (Rt. 896 and Old Baltimore Pike), turn left onto Old Baltimore Pike. Travel about 2 1/2 miles to Dixie Line Road. Turn right onto Dixie Line Rd. Follow for about .8 miles. The Palo farm (1752 Dixie Line Road, Newark, DE) is on the right. Turn into the driveway and bear to the left toward the house.

From the North: Take I-95 South to Newark - Exit 1 (Rt. 896 **South**). Follow Rt. 896 South to the first traffic light which is the intersection of Rt. 896 and Old Baltimore Pike. Turn right onto Old Baltimore Pike. Travel about 2 1/2 miles to Dixie Line Road. Turn right onto Dixie Line Rd. Follow for about .8 miles. The Palo farm (1752 Dixie Line Road, Newark, DE) is on the right. Turn into the driveway and bear to the left toward the house.

The Women in Ag Network is sponsored by:



Please return the back side of this bottom portion to register for WIA Network workshops.

Laurie Wolinski, Extension Associate, University of Delaware Cooperative Extension

2008 Regional Women in Ag Conference

January 24-25, 2008 - Dover Downs Hotel and Conference Center in Dover, Delaware.

Keynote Speaker - Carolyn Cooksie, Deputy Administrator, Farm Loan Programs, USDA

<http://ag.udel.edu/extension/kent/womeninag.htm>

SARE Farmer Grants

The 2007 WIA Conference featured a workshop on obtaining grants, in particular SARE and USDA Rural Development grants. If you attended, dig out your notes so that you can apply your knowledge to writing for a SARE Farmer Grant. The application deadline is December 18th, 2007.

The details, including an application and instructions can be found at:

<http://www.uvm.edu/~nesare/FGinfo.html>

Farmer Grants may explore a wide variety of production interests and techniques. Emphasis is placed on venture and innovation. The purpose of the grant program is to help farmers try something new, which will potentially benefit other farmers. More than 600 projects in many different areas have been funded in the past.

Upcoming Dates

Delaware Ag Week - January 7-12, 2008 at the Delaware State Fair Grounds in Harrington, Delaware

Mid-Atlantic Direct Marketing Conference - February 6 - 9, 2008 at the Dover Sheraton, Dover, Delaware

Delaware Governor's Conference on Ag - February 29, 2008 - Modern Maturity Center, Dover, Delaware

Examples of past funded projects include beekeeping, cover crops, erosion control, vegetables, fruits, nuts, livestock, herbs, soil and nutrient management, processing and adding value, marketing, tool and prototype development, no-till, aquaculture, agroforestry, and pest management.

Any topic that will likely be of interest to other farmers will be considered. If you qualify as a farmer—that is, if you produce a crop or animal product that you sell on a regular basis—then you are eligible to apply.

Be sure to download and follow the "How to Write Farmer SARE Grant Applications" booklet when considering your application.

A SARE Grant Writing Workshop will be held for those producers who are considering submitting a Farmer grant application. See page 3 for details.

Money Talks: A Financial Guide for Women Workshop Series

Especially designed to empower women and couples in making informed financial decisions, the Money Talks program includes sessions on how to identify where you are now and where you want to be; how to know where your money is going and why; and how to build financial security from the ground up. Participants will learn how to conduct financial inventories; how to design personal cash-flow systems; how to plan for retirement and what to consider for estate planning; and will learn about investments and making investment choices.

This five-part series builds confidence in financial decision making, provides opportunities for skill-building and self-inventory and provides the opportunity for women to learn and discuss their financial concerns with their peers and with experts.

The program is presented by the University of

Delaware Cooperative Extension personnel and volunteer presenters from the financial profession.

Classes will be held at Middletown High School on consecutive Tuesday evenings starting October 16th through November 13th from 6:30 pm to 8:30 pm. Each session will include a presentation and activities based on the Money Talks guide book. The cost is \$45. Pre-registration is required. Contact Bonnie Ross at 831-1239 for registration information or download a brochure at <http://ag.udel.edu/extension/ncc/nccindex.php> Registration deadline is October 10th.

**By all these lovely tokens
September days are here,
With summer's best of weather
And autumn's best of cheer.**

- Helen Hunt Jackson, *September*, 1830-1885

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