



2011

UNIVERSITY OF
Nebraska
Lincoln

EXTENSION

Know how. Know **now.**

BUSINESS VENTURES AND INNOVATION

Meeting the Challenge

Nebraskans are concerned about community vitality and economic growth. Lack of employment opportunities, per capita income, diverse populations, and keeping youth in communities are on-going concerns. While some communities are slowly growing, many more are losing population and economic capacity. Entrepreneurship and innovation can help grow the state's economy during an era of globalization and rapid change.

Extension's Impact

Since 2007, Extension entrepreneurship education hours have increased 59%, impacting over 4,400 clients. 2011 highlights include:

- Extension is leading efforts to increase adoption and use of high speed Internet. Eight regional teams are engaging citizens in the planning process.
- The Food Processing Center completed 133 fee-for-service food industry consulting and research projects and trained over 175 food entrepreneurs on how to start a food business.
- 41 existing and new business owners dedicated 1577 hours to increase their business management skills and complete business plans.
- Nebraska Cooperative Development Center provided startup, expansion, financial or technical assistance to 20 cooperative groups, totaling 1900 education and program contacts.
- 51 business owners and managers spent over 1027 hours learning behavioral management techniques for increased firm productivity.
- A new digital "Direct Marketing of Speciality Food Products" magazine was accessed by over 320 entrepreneurs (from 21 states and two foreign countries) in the first 60 days of online publication.
- 7 regional groups participating in 40 hours of leadership training focused on building entrepreneurial communities.



Participants explore fruit production opportunities

"Buy Fresh Buy Local Nebraska has been the force behind the entire project... Honestly, there would be no Tomato Tomato without the support and continued support of BFBLN"

- BFBLN Member

Public Value

When you support Extension's entrepreneurship and business programs, you support Nebraska's economy.

Extension's entrepreneurship and business development programs result in greater profitability and sustainability for individuals, organizations and communities.

Nebraska entrepreneurs have a resource in UNL Extension that can help them access UNL assistance and collaborate with other entrepreneurial providers.

FOR MORE INFORMATION, CONTACT YOUR LOCAL UNL EXTENSION OFFICE, [HTTP://WWW.EXTENSION.UNL.EDU](http://www.extension.unl.edu)

OR Marilyn Schlake, 402-472-4138, Cheryl Burkhart-Kriesel, 308-632-1234 or Mark Hutchison, 402-472-0381 for this Extension Initiative.



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska-Lincoln and the United States Department of Agriculture.