

Intro to Ag Business

Matt Johnson



ONLINE



FIELD/ 1on1



CLASSROOM



Intro to Ag Business

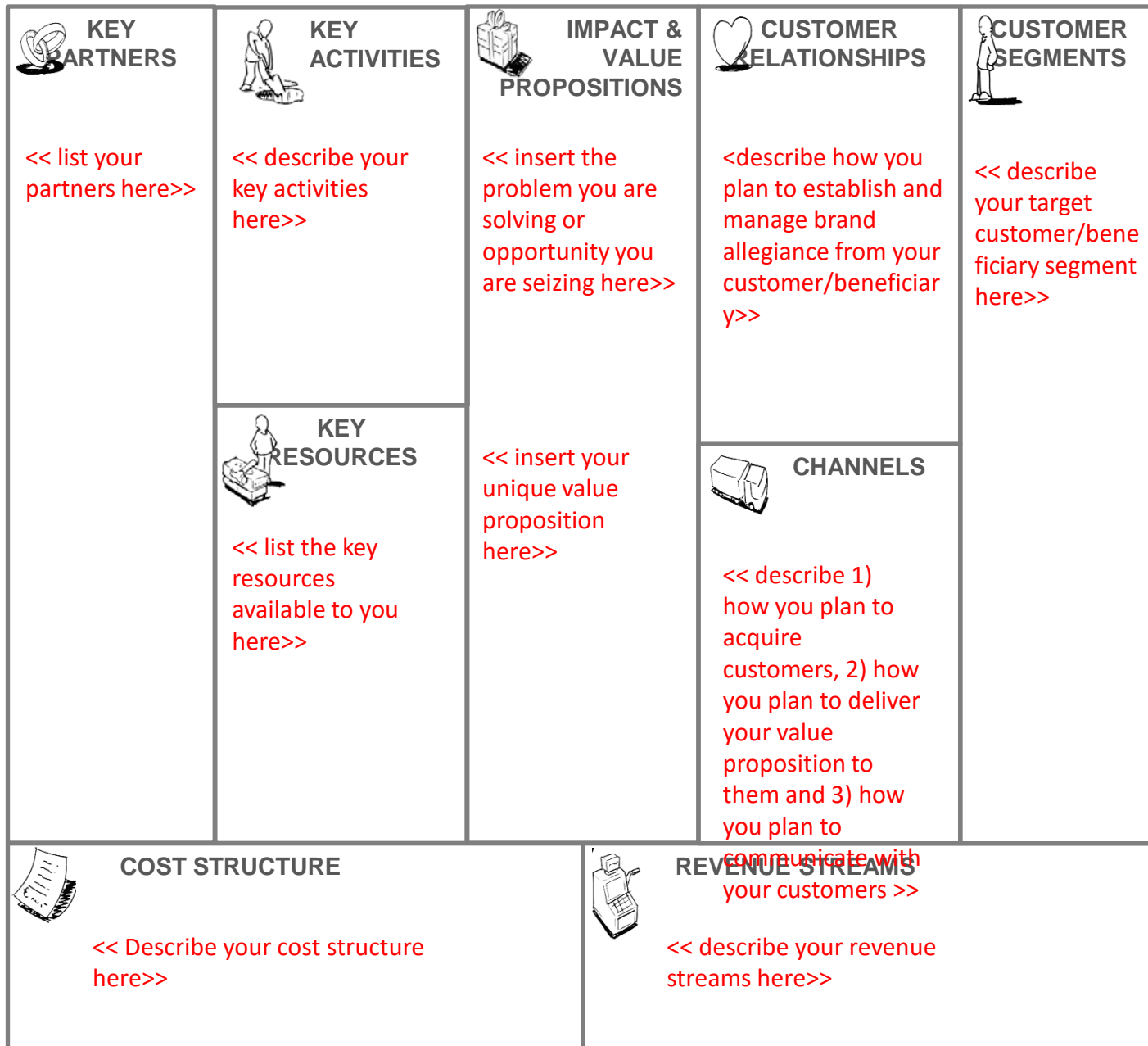
What to Expect

- Aspects of being an Entrepreneur
- Basics of Business (business registration/GET)
- Customer Identification
- Value Proposition/Niche
- Communication Channels
- Key Resources/Partners
- Financial Statements/Bookkeeping
- HR/Food Safety/Ag Resources

What to Expect

- 16-20 hours total class time
- Evening class 2-3 hours/session
- Connection with relevant mentor
- Completed Business Model Canvas
- 5 minute presentation
- Speakers from USDA, UH-CTAHR, farmers, market reps

Business Model Canvas



CSA Delivery



Restaurant Sourcing



Farm Distribution



Food Hub



AgBiz Development



AgBiz Classes





Ho Farms



Mari's Gardens



Kahumana Organic Farms



Kamaaina Land

Mahalo!!

- Matt Johnson
- 808-221-0921
- matt@oahufresh.com
- www.oahufresh.com
- Instagram: oahufresh



Title: Intro to Ag Entrepreneurship

Organization: Oahu Food Hub

Location: Oahu - Kalihi

Duration: 16-20 hours

Estimated cost: \$50

Outcome: Completed Business Model Canvas and a 5 minute presentation based on the student's business idea.

Website/link: www.facebook.com/Oahu-Food-Hub