

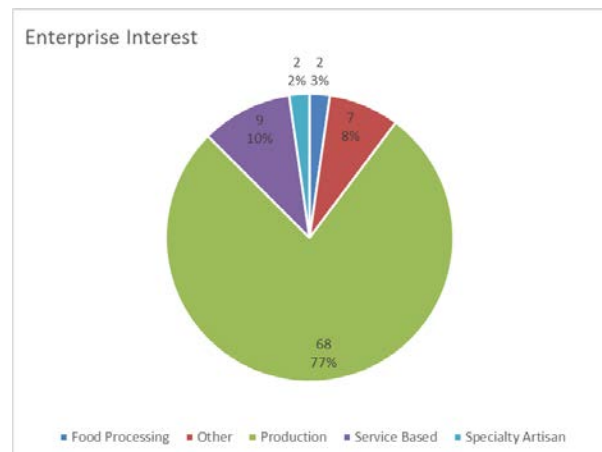
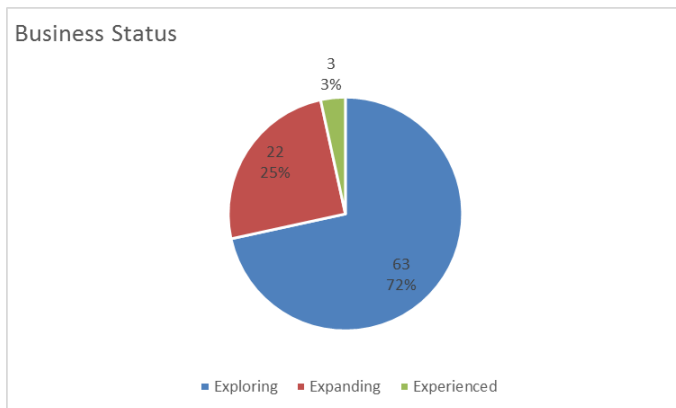
Entrepreneurial Coaching for Ag Entrepreneurs and Beginning Farmers

Entrepreneurs are risk takers. They can manage some of the risks of starting a new business with guidance from other successful farmers and a well vetted business plan. They benefit from having a sounding board for their ideas and dreams and a trustworthy “reality check” in their business planning process to help them avoid wasting time and resources throughout the development and launch of their enterprise. New and beginning farmers are new entrepreneurs.

University of Maryland Extension developed an Entrepreneurial Coaching program that provided trained Agricultural Service Providers as business coaches in a one-on-one coaching session. Twenty coaches have been trained with UME coaches in each of the Clusters. Coaching sessions were conducted at 3 venues in 2015 with 4 coaches participating. The majority of the coaching was done by Ginger Myers, through one-on-one contacts. A total of 52 entrepreneurs were coached.

Farmer participants received a wide array of resources and specific information on the enterprise they are pursuing. Follow-up support will provided to participants through a “Coaching Network”. Since the program’s inception in 2010, 252 entrepreneurs have received one-on-one business development coaching.

This program was named the a finalist representing the Northeast Region, as a Program of Excellence at the 2016 national Association of County Agricultural Agents Association’s annual Conference in Little Rock, AK.



The University of Maryland Extension programs are open to any person and will not discriminate against anyone because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry, national origin, marital status, genetic information, political affiliation, and gender identity or expression.