



FARM SCHOOL
ON WHEELS

Farm Fork MASTER CLASS



Six Week Session (April 03, 2023-May 08, 2023)

Edgecombe Community College Small Business Center

Jump into this unique offering - Farm to Fork Master Class - for local foodies, chefs, food trucks, caterers and more. We'll help you set the table for success! Our guest culinary team will also be there to guide you into the next steps of business growth.

This is a fun, yet intense deep dive into taking your culinary idea and or current business to the next level. The food industry is a team effort, and our business strategists and local community are going to be with you during the entire journey.

You will also be networking with the most prominent lenders in North Carolina that provide Access to Capital for food trucks, craft breweries, family-owned restaurants, and catering companies. It's a team effort and we've got you!

At the completion of this programming you will have created a Business Plan, Financial Projections and a network of lenders and business professionals cheering you on to the next stage of growth for your business.

Session 1 (April 3) virtual: Risk Mitigation, Legal Structures and Decision Making to Protect Your Business.

Session 2 (April 10) virtual: Strategic Planning and Learning How to Navigate the 9 Building Blocks for Success

Session 3 (April 17) virtual: Financial Strategies and Finding Your Top Products that make \$ and an impact on your Brand

Session 4 (April 24) virtual: Marketing & Branding the Right Way – Owning your Culinary Niche and finding the right customers

Session 5 (May 1) onsite at Edgecombe Community College: Packaging and Presentation of Your BEST products

Session 6 (May 8) onsite at Edgecombe Community College: Recipe Exploration and Competition with Local Guest Chefs

in partnership with:

