



ACRE

Agribusiness Center for
Research & Entrepreneurship

SOUTH CAROLINA DEPARTMENT OF AGRICULTURE



COOPERATIVE EXTENSION

College of Agriculture, Forestry and Life Sciences

AGRIBUSINESS PLANNING APPLICATION

The curriculum program is a partnership between ACRE and Clemson Cooperative Extension. This certificate program is for beginning innovators who have a great idea or prototype for a new product or process and would benefit from a business curriculum program. Participants will learn key principles of developing business and marketing plans, as well as understanding market trends and prospective customers. The curriculum program culminates in an opportunity for each participant to pitch an idea to an agribusiness panel for the chance to win substantial cash rewards. This is a free but competitive program (spots are limited). Upon completion of the curriculum program, participants may choose to apply for the Advanced Program in spring 2022.

PROGRAM DETAILS

The curriculum program will give an overview of the business planning process and how to best manage an agricultural business. Topics covered include pre-planning, marketing, pricing, cost of production, profitability, financial statements and management. All courses will be taught by Clemson’s Agribusiness Team.

PROGRAM DATES

September 14	Applications are due
September 28	Applicants will be notified of their application status
October 7	1 st course (2 hours)
October 14	2 nd course (2 hours)
October 21	3 rd course (2 hours)
October 28	4 th course (2 hours)
November 4	5 th course (2 hours)
December 9	Pitch Day

Courses are 1–3 pm

All courses will be virtual and pitch day will be in person in Columbia. Details will be provided upon acceptance into the program.

TERMS & CONDITIONS

Please read these Terms and Conditions carefully before completing and submitting your application. By submitting your application for the Entrepreneurship Center, you accept and agree to the following terms and conditions:

1. Applicant is a current South Carolina resident.
2. The business idea or prototype for which the Applicant is applying must be agribusiness related, value-added, and specifically related to one or more of the following categories:
 - a. Specialty crops:
 - i. Fruits and vegetables
 - ii. Tree nuts
 - iii. Dried fruits
 - iv. Horticulture
 - v. Nursery crops
 - f. Meat Products
 - g. Other foods (i.e. honey, cheese, milk, eggs, etc.)
 - h. Row crop value-added product/process
 - i. Hydroponics or Aquaponics
 - j. Timber
 - k. Hemp
 - l. Agritourism
 - m. Mechanical Harvesting
 - n. Agribusiness Technology
 - o. Container, urban, or indoor farming
 - p. Aquaculture
3. If Applicant is accepted to participate in the Program:
 - a. Applicant must attend five mandatory virtual agribusiness sessions on the following dates:
October 7, October 14, October 21, October 28, and November 4.
 - b. At the conclusion of the sessions, Applicant must attend a mandatory in-person pitch day in on **December 9** for the Applicant to present his or her idea and/or prototype to a panel for scoring; and
 - c. **Applicant must attend all virtual courses, or they will not be given the opportunity to pitch or receive the cash award.**
4. The top five presenters, as scored by a panel, will each be awarded \$5,000.
 - a. If Applicant misses a session without a valid excuse, as determined by ACRE, the Applicant will NOT be eligible to receive the cash award.
5. Priority will be given to applicants from rural counties and applicants with products or companies that would have a high impact in rural counties, as defined by the USDA [here](#).
6. Applications are due on or before **September 14** and will be reviewed. All Applicants will be notified of their application status by **September 28**.
7. **Cash awards are not guaranteed, and ACRE reserves the right to base all cash awards on participation. ACRE encourages full participation in the program and wants all participants to get the most out of the program.**

Please direct any questions you may have to:

Kyle Player • 803-734-2324 • kplayer@scda.sc.gov

AGRIBUSINESS CURRICULUM APPLICATION

Name _____

Address _____

Phone _____ Email _____

Occupation _____

Are you a South Carolina Department of Agriculture employee or do you have any related family working as a current South Carolina Department of Agriculture employee?

Yes No

Are you a Clemson Cooperative Extension employee or do you have any related family working as a current Clemson Cooperative Extension employee?

Yes No

Do you have access to a computer and internet in order to complete the virtual course and pitch?

Yes No

What is your experience in agriculture, including years and type of experience?

What is your experience in business, including years and type of experience?

Why are you interested in taking this curriculum? What do you hope to learn?

Provide a brief description of your value-added business idea or prototype.

How will you use the prize money? Do you plan to invest any of your own money into your venture?

How do you foresee your potential business or product benefiting South Carolina Agribusiness?

How did you find out about the curriculum program?

By signing this application, I indicate that I have read and agree to the Terms and Conditions.

Signature

Date

RETURN APPLICATION TO

South Carolina Department of Agriculture

Attn: Kyle Player

P.O. Box 11280 • Columbia, SC 29211

803-734-2324 • kplayer@scda.sc.gov

Save this form to your computer first before filling out and submitting. Do not submit from an internet browser.