## THE FUTURE IS AQUACULTURE

Aquaculture is the rearing of plants and animals in an aquatic environment. It is one of the fastest growing segments of agriculture with a projected overall annual growth of 7%, with even greater potential for species such as yellow perch.

In Wisconsin, strong consumer demand and high price points present new opportunities for entrepreneurs.
As commercial fishing in Lake Michigan has deteriorated, wild caught fish must be imported, resulting in frequent product shortages.

The Farmory and E-Hub have partnered to help individuals take advantage of these market opportunities. By supporting local entrepreneurs through business and workforce development programs, we plan to grow the aquaculture industry in Wisconsin.

#### INTERESTED?

The 7-week program begins April 7th!



### **BECOME AN "AQUAPRENEUR"**

The FarmoryWorks Aquaculture Entrepreneur Program is designed for those who are interested in growing their aquaculture business idea into a workable plan for the future. Participants will acquire industry knowledge, business planning tools, and an entrepreneurial support network that will help them launch or expand their aquaculture-related business venture. At the end of the seven-week program, participants will have completed a business concept plan and know their personal "next steps" to start or expand their business operations. The program is a collective of like-minded entrepreneurs in a peer-to-peer learning environment. This blended cohort learning will include community professionals and industry leaders. Books and materials provided.

Check out The Farmory's webpage at www.farmory.org for details including contact information, registration, and partial tuition grants.

## FARMORYWORKS TECHNICAL LEARNING OPPORTUNITIES

Want to learn more about the technical aspects of aquaculture while developing your business model? The FarmoryWorks Aquaculture Technician certification program teaches aquaculture techniques and covers a wide range of topics such as fish health and husbandry. biosecurity practices, common aquaculture systems, and fingerling grow out. FarmoryWorks Aquaculture Technicians receive hands-on learning opportunities in The Farmory's state of the art fish hatchery, and program graduates will have the skills



required for the day-to-day operations in facilities associated with aquaculture. The program is offered twice a year in the Spring and Fall.



### KEY TAKEAWAYS FROM THE AQUACULTURE ENTREPRENEUR PROGRAM:

- Develop peer-to-peer and industry expert connections
- Determine if your business concept is feasible and put your next steps into an action plan
- Discover operational pitfalls and efficiencies that can affect profitability in aquaculture
- Position your business to compete and thrive
- · Learn about possible funding resources



The Farmory is a state of the art commercial fish hatchery and aquaponics demonstration farm located in urban Green Bay. The farm—the venue for our mission programs—provides learning opportunities in sustainable agriculture that build economic self-sufficiency and improve health, well-being, and the environment. The Farmory is a 501 c(3) nonprofit organization. Scholarship and stipend opportunities are available to individuals of low to moderate income to alleviate program costs.

www.farmory.org



Urban Hope Entrepreneur Center is a 25 year old successful non-profit advocacy connector partnering with the entrepreneurial ecosystem.

Also known as E-Hub, the "Entrepreneur Advantage" program has been for those that dare to dream of a new destiny to start, grow or reboot their concepts, products and services into a rewarding business. An impressive list of over 3,000 graduates have become successful peer to peer mentors and community leaders. Several hundred have helped change the New North region landscape. www.evolutionsgroup.com

# PROGRAM FACILITATORS



#### **CLAIRE THOMPSON**

Claire Thompson is the Executive Director of the The Farmory. She is a successful entrepreneur, educator, and sustainable agriculture advocate.



### MARK BURWELL

Mark Burwell is the Executive Director Emeritus of the Urban Hope Entrepreneur Center known as E-Hub.
He is a successful entrepreneur, author, speaker, and business modeling architect.