



Growing the Local Foods Industry in Mississippi

2018-2019
Zoom Webinar Series
11:00 am



NOVEMBER 8, 2018	HOW TO CLARIFY YOUR BRAND MESSAGE FOR YOUR FOOD BUSINESS
NOVEMBER 15, 2018	A ROADMAP TO SUCCESSFULLY BRANDING YOUR LOCAL FOOD BUSINESS
DECEMBER 6, 2018	HOW TO BUILD A PROFITABLE FOOD BUSINESS BRAND IN 11 EASY STEPS
DECEMBER 13, 2018	GROW YOUR LOCAL FOODS BUSINESS BRAND
JANUARY 10, 2019	5 WAYS TO GROW YOUR LOCAL FOODS BUSINESS WITH FACEBOOK
JANUARY 24, 2019	7 WAYS TO LAUNCH YOUR LOCAL FOODS BUSINESS WITH INSTAGRAM
JANUARY 31, 2019	HOW TO GROW YOUR LOCAL FOODS BUSINESS WITH A WEBSITE AND E-MAIL MARKETING STRATEGIES
FEBRUARY 7, 2019	UNDERSTANDING MISSISSIPPI'S LOCAL FOODS INDUSTRY: PART I
FEBRUARY 14, 2019	UNDERSTANDING MISSISSIPPI'S LOCAL FOODS INDUSTRY: PART II
FEBRUARY 21, 2019	TAKING ACTION TO GROW YOUR LOCAL FOODS INDUSTRY: PART I
FEBRUARY 28, 2019	TAKING ACTION TO GROW YOUR LOCAL FOODS INDUSTRY: PART II

Webinars are presented by:

Dr. James Barnes, Dr. Rachael Carter,
Lauren-Colby Nickels & Andy Collins

To register, please visit <http://msuext.ms/localfoodswebinar>

For more information, contact Dr. James Barnes at barnes@agecon.msstate.edu or visit the MSU Extension Local Flavor website, <http://msuext.ms/localflavor>



Dr. James Barnes is an Extension economist. His work largely focuses on business development in communities using three Extension programs, including: 1) **Bricks-To-Clicks™**; 2) **Local Food System Economies**; and 3) **Local Flavor**. He is a certified marketing guide and copywriter for **StoryBrand**, an online marketing framework used to help businesses clarify their marketing messages so customers will listen. He teaches online marketing using StoryBrand's framework to businesses throughout Mississippi communities. His research focuses on branding, online and social media marketing, agribusiness management, local food system economics, and rural development issues.



Dr. Rachael Carter is an economist for the Mississippi State University Extension Center for Government & Community Development. Her work focuses on economic development, natural resource policy, tourism and local foods marketing through her Extension program, **Growing Your Brand**. She has worked for over 15 years in community and economic development and she provides analysis and education for elected officials at the city, county, state, and national level. She has led multiple statewide and regional economic development initiatives and worked with National Main Street Center's community revitalization projects and education programs.



Lauren Colby Nickels is an Instructor for the Mississippi State University Extension Center for Technology Outreach. During her two years with MSU-ES CTO, she has specialized in digital technology outreach and online marketing using web and social media outlets. She is one of 3 Instructors in Mississippi who teach nontraditional workshops on the importance of digital technology. She has been selected for numerous public speaking opportunities to engage business owners and organization leaders on the importance of digital marketing, outreach and cyber security through the **Virtual Incubator Program**.



Andy Collins is an Instructor for the Mississippi State University Extension Center for Technology Outreach. He has seven years of experience in helping the state of Mississippi participate in the digital economy by using broadband and information technology to further community and economic development opportunities. He has worked with hundreds of small businesses, non-profits, and government organizations to improve or create their web presence. Andy is very active in increasing rural broadband adoption through an increase of digital literacy levels and assisting in bringing Internet access to communities. He received his Bachelor of Business Management and MBA from Mississippi State University and is a lifelong Mississippian.



Virtual
Incubator
Program

Bricks-To-Clicks™
Power Your Business with a Marketing Plan That Works