

Consulting and One-On-One Technical Assistance

FFI provides [sophisticated financial technical assistance](#) to food, beverage and value-added agriculture businesses in conjunction with our partners and trained/certified consultants.

Consultant Training and Certification

FFI offers two [training programs](#) for consultants and other technical assistance providers who are working with food, beverage and value-added agriculture enterprises.

Level 1 - Food Business Model Optimization



This two-day workshop addresses a wide range of business models that can be profitable in the food and value-added agriculture sectors. This training is useful for generalist technical assistance providers and other stakeholders who work with food companies and emerging farm enterprises. It is a prerequisite for the financial packaging training.

Level 2 - Food Business Financial Packaging



This two-day workshop teaches technical assistance providers how to work with their clients specifically on the financial side of their businesses. It covers the scale, capitalization requirements, capital structure and financial packaging for a wide range of businesses. It also covers the process of supporting a client who is raising equity.

Full Certification

Participants who complete both training levels have the option to become an FFI Certified Consultant by successfully completing a project, like submitting a complete financial package to support a fundraising request, for a food, beverage or value-added agriculture business. Learn more on [our website](#).

Food and Value-Added Farm Entrepreneur Intensives

Financial Management Boot Camp is 4 intense days combining training, one-on-one consulting, and networking, taking entrepreneurs out of their day-to-day environment and giving them the tools to build a more resilient food business. By the end of [Boot Camp](#), all participants will be armed with everything they need to grow their business to profitability, including:

- A realistic and clear business model path that they can articulate to anyone who asks
- Financial systems and reports that will stand up to scrutiny by banks and investors
- A credible business plan with realistic assumptions about future growth
- A digital financial package to share with their stakeholders and support their fundraising



Edible-Alpha™

Edible-Alpha™ is a digital resource hub providing our collaborative network of consultants, lenders, investors and entrepreneurs with actionable insights, training, resources and tools that empowers them to build and fund the next generation of profitable food businesses. This includes the [Edible-Alpha™ podcast](#), Edible-Alpha™ [Insights newsletter](#), Edible-Alpha™ Business Model Optimization Reports and Edible-Alpha™ digital courses, as well as other curated financial tools, training and resources for making money in food.



Custom Programs



Public Speaking

Tera Johnson, the Director of the Food Finance Institute, is a frequent speaker on a range of topics related to her successful entrepreneurial national food company located in a rural community, *teraswhey*®, and to all things related to money in food.

Accelerator and Pitch Event Support

FFI supports accelerators and pitch events in several ways, including:

- Food industry expertise for industry agnostic or tech-heavy accelerators
- Food finance advisory services and mentorship for industry-specific accelerators
- Helping review and vet applicants for accelerators or judging at industry pitch events

About The Food Finance Institute (FFI)



Directed by [Tera Johnson](#), FFI leverages and supports a collaborative network of professionals focused on the food, beverage and value-added agriculture sector. Through supporting this collaborative network with training, resources, tools and mentorship, FFI fulfills its mission of making sophisticated financial technical assistance available to every growing food, beverage and value-added agriculture enterprise.

To learn more about FFI or if you have any questions about program content, contact FFI by calling **608-890-0780**, by emailing FFI Program Manager Zacary Smucker-Bryan at zacary.smuckerbryan@uwex.edu or by visiting our [website](#).