

## About the Food Finance Institute (FFI)

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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.

## Consultant Training and Certification

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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 management training.

### Level 2 - Food Business Financial Management



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 working with FFI director Tera Johnson to successfully complete 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](#).

## Edible-Alpha™

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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.





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## Food and Value-Added Farm Entrepreneur Intensives

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### Financial Management Boot Camp

Financial Management Boot Camp is an intensive 4-day intervention designed to take early-stage food company managers out of their day-to-day responsibilities and put them in a process that involves both learning and one-on-one consulting. By the end of Boot Camp, all participants will be armed with everything they need to grow their business to profitability, including:



- An optimized business model that is aligned with board expectations
- Financial systems and reports that will stand up to scrutiny by members of the financial community
- A credible business and financial plan with realistic industry specific assumptions
- A digital financial package of materials that can be shared with technical assistance providers, board members and sources of funds to easily facilitate the fundraising process

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### Custom Programs

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#### 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*<sup>®</sup>, and to all things related to money in food. If you are interested in bringing Tera to your next conference, food summit, economic development event or investor-networking event, call FFI at 608-890-0780.

#### Accelerator and Pitch Event Support

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

- Providing food industry expertise for industry agnostic or tech-heavy accelerators with no food background on their staff
- Food finance specialist advisory services and mentorship for industry-specific accelerators
- Helping review and vet applicants for accelerators or judging at pitch events in the sector

If you are interested FFI supporting your accelerator, call FFI at 608-890-0780.

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### Learn More

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To learn more, contact FFI by calling **608-890-0780**, by emailing FFI Program Manager Zacary Smucker-Bryan at [zacary.smuckerbryan@uwex.edu](mailto:zacary.smuckerbryan@uwex.edu) or by visiting us online at <http://foodfinanceinstitute.org/>.