

# Application

Consideration is given to projects/products produced in Georgia involving agriculture. The Center and producer must work in cooperation, which means the producer has an obligation to provide some of the essential information. All work is kept confidential.

Please include:

1. Name
2. Address
3. County
4. Phone
5. Fax
6. Email
7. Describe the idea or product.
8. Describe the production process.
9. How/what is the competition?
10. What are your marketing plans? (Who is the targeted buyer, i.e. demographic group.)
11. Do you have a business plan?
12. What do you believe to be the major risk associated with this product?
13. What is the estimated cost of the project?
14. What are your long-term goals for this project?
15. What is the magnitude of the assistance needed (marketing plan feasibility study, business plan, marketing research, or economic analysis).

## Send to:

John C. McKissick, Director  
Center for Agribusiness & Economic Dev.  
201 Conner Hall  
The University of Georgia  
Athens, GA 30602-7509

Or Your Local County Extension Office

An application is also available online at:  
[www.caed.uga.edu](http://www.caed.uga.edu)



THE UNIVERSITY OF GEORGIA  
COLLEGE OF AGRICULTURAL &  
ENVIRONMENTAL SCIENCES

## *The Center for Agribusiness and Economic Development*

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The University of Georgia  
Athens, GA 30602-7509  
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2007

Cooperative Extension offers educational programs, assistance and materials to all people without regard to race, color, national origin, age, sex, or disability.

An equal opportunity/affirmative action organization committed to a diverse work force.

Scott Angle, Dean and Director

## The Center for Agribusiness and Economic Development



**Adding Value to Georgia's  
Agricultural Economy  
through Research and  
Extension**

## The Center's Mission



The Center for Agribusiness and Economic Development (CAED) is a unit of the College of Agricultural and Environmental Sciences, combining the missions of research and extension.

## Economic Market Feasibility



CAED provides feasibility and other short term studies such as business plans for new, expanding, emerging, or value-added food and fiber businesses. The Center also provides marketing services, such as market analysis, promotion evaluations and needs assessments.

The Center provides timely assistance to producers and entrepreneurs in researching and implementing their ideas. Projects are reviewed and considered by their potential impacts. An application must be completed and submitted.

Examples of such studies include:

- Fresh-Cut Product Facility
- Agritainment
- Fresh Water Shrimp Production
- Biodiesel/Biomass Production
- Individual Quick Freeze Operations
- Peanut Shelling Facility
- Farm Fresh Tattnall Marketing Cooperative
- Vidalia Onion Promotion Evaluation
- Georgia Grown Promotion



## Impact Analysis

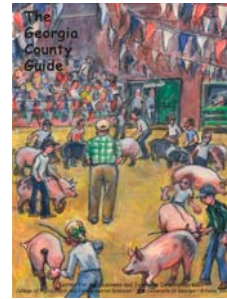
Impact analysis provides a means to estimate the number of jobs created or lost, average employee compensation, industry output, and generated tax revenues as a result of economic activity in a community. Examples may include:

- Opening a new business
- Business closings
- Tax referendum effects
- Special events
- Main Street revitalization

## Data and Information

The Center provides agricultural, natural resource, and demographic data for private and public decision makers. Some examples of our products include:

- **Georgia County Guide:** Agricultural, educational, economic, and demographic facts for Georgia's 159 counties.
- **Georgia Farm Gate Value Report:** The value of Georgia's commodities, livestock, horticulture, and forestry.
- **Georgia Statistics website:** Interactive database of county-level agricultural and demographic statistics featuring graphs, maps, and statistical analyses.
- **AGNET:** Easy access to Georgia's many agricultural entertainment and nature-based tourism activities.
- **Georgia Cooperative Development Center:** Provides technical assistance for new cooperatives.
- **Community Profiles:** Reports with county-level demographic and agricultural data.
- **Passport to Georgia:** Pamphlet for the general public with fun facts about Georgia for teaching and classroom use.



## Policy Analysis

CAED conducts research on emerging issues relevant to the well being of Georgia's rural economy in order to communicate this research to interested policy makers. Examples of such research include:

- An Analysis of the Economy of Persistently Poor Counties in Georgia and the Southeast
- An Economic Analysis of the Potential for Bio-fuel Production in Georgia
- An Evaluation and Potential for a "Grown in Georgia" Promotion Program
- Attitudes towards Agricultural Tourism and Land-Based Recreational Opportunities
- Economic Importance of Food and Fiber Production and Processing to Georgia's Rural Economy
- An Analysis of Policy Options for Water Conservation in the Flint River Basin in Georgia
- Georgian's Attitudes toward Animal Production

***For a complete list of all our feasibility, policy, and impact studies, or our data and information products, visit our web site at:***  
<http://www.caed.uga.edu>

The CAED is a college-wide center drawing resources from more than 500 faculty in the College of Agricultural and Environmental Sciences with 10 academic departments:

We also collaborate with Georgia Cooperative Extension county agents throughout the state.

**Feel free to contact the staff at the CAED.**  
**(706)542-0760**  
**Fax inquiries to (706) 542-0770**  
**email: caed@agecon.uga.edu**  
**or**  
**Contact Your County Extension Agent**