

Build A Tent Initiative – Implementation Steps¹

Objective	Responsible Party	Timeline	Resources Required	Comments
Due Diligence as to Collaborators – Develop invitation and executive summary	AOBA	Aug/Sept.	Board Approval of Project and AOBA Participation (done)	Contact key participants to discuss and explain concept (in process)
Initiative Announcement and open invitation for participation –	AOBA	Sept., 2010 Target Date: Nov. 19, 2010 Location: Nashville, TN	Administrative	Communication plan to be developed
Initial meeting to establish Producer Network: <ul style="list-style-type: none"> • Introduction of Initiative – Big picture • Proposed operational structure • Working Agenda • Next Steps 	AOBA	Nov. 19, 2010	Administrative Support with organizational sponsorship	Transportation and housing costs absorbed by Participants (AOBA to negotiate room rate and provide staff support)
Set up Legal Structure, Business Plan and Organizational Documents	Producer Network Council	Nov. 2010	Administrative	Legal Review for operating agreement
Identify and discussion with other industry participants and recruit	Producer Network Council	Oct./Nov. 2010	Administrative Support	National Textile Association; University participation; Natural fiber institutes; others?
Funding USDA – Business & Cooperative Programs - Value Added – needs development on regional basis to establish demonstration projects Explore and develop other opportunities – Farmers Market Promotion Program	Producer Network Council Applicants– Demonstration Projects	Nov. 2010		USDA listing of Grant Writers for Value Added Producer Grants FMPP funding targets direct producer to consumer market opp. - csas; roadside stands; agri-tourism
Planning	Producer Network Council	Industry Status Report – Nationals, 2011	Funding	

Funding Initiatives	Type	Purpose	Amount	Deadline
USDA Value Added Grant	Economic Development/Commercialization	Planning and Market Study	Up to \$100,000	Nov. 2010 Set aside for Mid-Tier Value Chain Development
Collaboration Prize	Need to evaluate in context of Producer Network structure	Industry Recognition	Up to \$250,000 with sub prizes	July, 2011
Others?				

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