



Ag Tech Innovation Hub Brainstorming Session Agenda

Tuesday, May 30, 2023 | 10am - 2pm

Hopland Research & Extension Center - Rod Shippey Event Hall
 4070 University Road Hopland, CA 95449

The Brainstorming Session will provide a platform for open discussions, idea sharing, and collaboration among local stakeholders in the agriculture industry. Your participation and contribution to the session would be highly valuable and appreciated. Topics may include:

AgTech Innovation Hub Concept Overview	Alignment with Other/Existing Programs
<ul style="list-style-type: none"> • Provide overview of AgTech Innovation Hub concept and benefits to local agriculture community • Share draft vision, mission, and goals of the Hub 	<ul style="list-style-type: none"> • Explore alignment between the Hub and existing programs in the region • Explore the Hub's enhancements to other agriculture stakeholders' efforts in the region
Unique Sonoma-Mendocino Value Proposition	Physical and Programmatic Assets
<ul style="list-style-type: none"> • Identify / Highlight the unique value proposition of Sonoma and Mendocino Counties (wine grapes, dairy, and specialty crops) • Discuss opportunities and challenges related to these sectors and how the Hub can support Sonoma Mendocino growth and sustainability 	<ul style="list-style-type: none"> • Discussions on infrastructure, resources, and services the Hub can provide to support AgTech startups, entrepreneurs, and farmers • What physical and programmatic assets already exist? What may be needed?
Funding Opportunities and Pathways for Success	Next Steps – Feasibility Study
<ul style="list-style-type: none"> • Identify potential funding opportunities and pathways for success for the Hub (grants, partnerships, others) • Explore private sector and potential philanthropic funding options 	<ul style="list-style-type: none"> • Clarify next steps in the development of the Hub, including plans for conducting a feasibility study • Discuss the scope, timeline, and objectives of the feasibility study • Seek input on key areas to be addressed



More info: SMEDD.org | RSVP (Required): <https://tinyurl.com/3brux6bs>