

Your farmers don't need another workshop they forget by Friday.

They need practical ways to turn what they know, grow and make into stronger businesses.

MERCEDES DIANE GRIFFIN FORBES, MPH, MA

WHAT SHOULD PARTICIPANTS BE ABLE TO DO NEXT?

I design food-enterprise support around decisions and action, not information alone.

FIND REVENUE

Identify realistic ways to earn more from products, experiences, channels or partnerships.

CHOOSE MARKETS

Decide which customers and sales channels make sense for the business they actually have.

BUILD CONNECTIONS

Recognize useful buyers, collaborators, institutions and community partners.

TELL THE STORY

Explain why their product, place, heritage or approach gives customers a reason to choose them.

MAKE SUSTAINABILITY USEFUL

Connect sourcing, waste, local impact and resilience to practical business decisions.

LEAVE WITH A PLAN

Turn ideas into clear priorities and next moves instead of a notebook full of workshop notes.

ONE GOAL. DIFFERENT WAYS TO GET THERE.

Build the support around the people you're serving.

WORKSHOPS	Focused, participatory sessions built around a real business decision.
OFFICE HOURS	One-on-one advising that helps participants apply ideas to their own enterprise.
GROWTH COHORTS	Multi-session programs that move a group from diagnosis to priorities and action.
TECHNICAL ASSISTANCE	Targeted support around markets, partnerships, positioning, sustainability and growth.
FACILITATION	Structured conversations that connect producers, buyers, institutions and community partners.

Engagements can stand alone or combine into a custom program built around your funding, participants and intended outcomes.

PROGRAMS PEOPLE CAN USE.

Topics can be adapted for farmers, food makers, beverage entrepreneurs, women's enterprises, emerging businesses or mixed cohorts.

01

FROM FARM TO MARKET

Finding the right customer and channel.

02

BEYOND THE FARMERS MARKET

New revenue, value-added products and diversification.

03

PARTNERSHIPS THAT SELL

Turning relationships into useful market connections.

04

YOUR FOOD BUSINESS STORY

Positioning place, people, heritage and value.

05

SUSTAINABILITY THAT WORKS

Making sustainability practical for small enterprises.

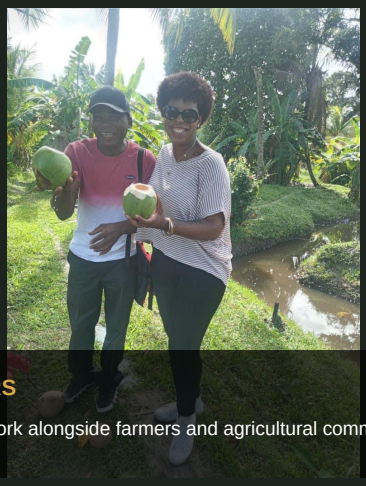
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WOMEN, MARKETS + AGENCY

Building economic opportunity through food systems.

THE WORK STARTS WITH PEOPLE.

My work sits at the intersection of food systems, economic opportunity, gender, public health, sustainability and cross-cultural leadership.



PRODUCERS

Field-based work alongside farmers and agricultural communities.



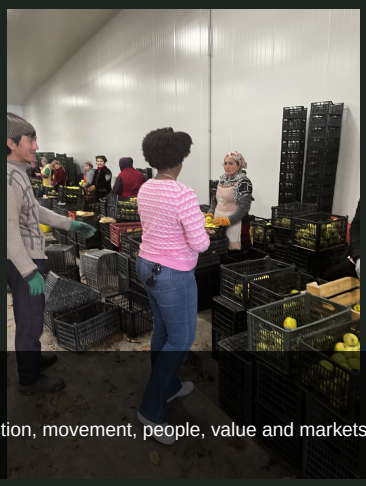
WOMEN + WORK

Experience engaging women within agricultural production and enterprise.



PROCESSING

Understanding food businesses beyond the farm gate.



SYSTEMS

Seeing production, movement, people, value and markets as connected.

LET'S BUILD SOMETHING PARTICIPANTS CAN USE.

I work with organizations to shape the right mix of learning, advising and technical assistance for the people they serve.

GOOD FIT FOR

Extension programs • food councils • universities • incubators • nonprofits • economic-development organizations • producer associations • farmers markets

EXPERIENCE

20+ years in international development and field-based work with farmers, producer groups, women entrepreneurs and institutions across multiple regions.

GLOBAL PERSPECTIVE.
PRACTICAL APPLICATION.

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