

You've built something good.

Let's see how far it can go.

Growth strategy for farmers, food makers and beverage entrepreneurs

MERCEDES DIANE GRIFFIN FORBES, MPH, MA

WHAT ELSE COULD YOUR BUSINESS BECOME?

I look for the opportunities hiding between what you produce, who values it, and where it could go next.

SELL SOMEWHERE NEW?

Retail. Hospitality. Tourism. Institutions. Corporate gifting. Wholesale.

MAKE MORE FROM WHAT YOU GROW?

Value-added products. Tastings. Experiences. Events. Collaborations.

GIVE PEOPLE A REASON TO CHOOSE YOU?

Place. Heritage. Culture. Sustainability. The people behind the product.

BUILD THE RIGHT PARTNERSHIPS?

Chefs. Hotels. Retailers. Tourism operators. Universities. Community partners.

I don't separate your product from your market, your story from your customer, or your business from the people who make it possible.

THE GROUND-TO-GROWTH APPROACH

One business.
Six ways to look for possibility.

01

GROW

What are you producing?

02

MAKE

What else could it become?

03

POSITION

Why should someone choose it?

04

CONNECT

Who could help it reach farther?

05

SELL

Where else could it go?

06

GROW AGAIN

What's the next opportunity?

This is not a generic marketing audit. It is a whole-business look at product, people, place, market, partnerships and revenue.

I'VE SPENT MORE THAN 20 YEARS INSIDE FOOD SYSTEMS.

Across farms, producer groups, processing environments, markets and communities, I have learned to see the whole system around a product.



FIELD

Working alongside producers and agricultural communities.



PRODUCTION

Seeing how people, crops and markets connect.



PROCESSING

Understanding what happens after the farm gate.



MARKET SYSTEMS

Looking beyond production to movement, value and opportunity.

LET'S FIND YOUR NEXT MOVE.

Start with a focused Ground-to-Growth Session built around your business, not a prewritten formula.

BEFORE WE MEET

I study your business, products, current channels and public-facing story.

TOGETHER

We look at what's working, what's getting in the way, and where opportunity may be hiding.

AFTERWARD

You receive a concise Growth Map with priorities and practical next moves for the next 90 days.

GLOBAL PERSPECTIVE.
EASTERN NORTH CAROLINA ROOTS.

MERCEDES DIANE GRIFFIN FORBES, MPH, MA

Sustainable Food Systems Consultant
Global Educator | Founder, Forbes Food & Ag
Editor, DG Speaks

dgspeaks.com | @DGSpeaks

