



MEDA Value Added Working Group
October 13, 2020
2:00pm

Participants: Paddy Fleming, Chair; Taylor Lyon, Abby Majerus, Courtney Loeffler, Michael Peter, Tori Matejovsky, Julie Foster, Tami Burke, Dale Mahugh, Jan Tusick, Davey Madison, and Gloria O'Rourke

1. Introductions and Update to This Point

Paddy provided introductions and brought newcomers up to date. He referred to the documents on our website at <https://www.medamembers.org/working-groups/value-added-agriculture>

Discussion:

Add Agri-tourism to value added ag

Jan Moved to engage with Resource Media to develop an education piece. Courtney seconded the motion. Motion carried.

2. Educational Resources

The MEDA Board approved the go-ahead to work with Heart of the Rockies Initiative to prepare messages regarding value added ag. The document would be used for legislative purposes and/or a basic educational piece.

Regarding educational resources, Paddy shared a document of resources he has gathered thus far. The group added to the list.

Consider adding one sentence for what they provide? i.e., Provides technical assistance, etc. Perhaps list under different blocks such as: technical assistance, funding, trade association, put in categories.

Gloria will begin a spreadsheet for others to add information.

Ask resource media group for ideas on how they would handle the spreadsheet info and transfer into paper form.

3. Update on success stories –

Courtney shared that she is working with the SBA to learn of success stories related to Value Added Ag.

Next meeting: with Resource Media