

# ELEVATING OUR REGION AS THE WORLD-CLASS FOOD & AGRIBUSINESS EPICENTER.

## OUR REGION

Agribusiness is the bedrock of rural communities in Minnesota, especially within the GreenSeam. Our region is home to **1000+ agriculture associated businesses**--from transportation and distribution, manufacturing, processing, research, education, and more--**employing about 25% of the workforce**. Individuals in the GreenSeam are 3.4 times more likely to work in agriculture and food and science than the rest of the nation.



## FOCUS AREAS



### Business Development

Attract and support the creation and development of innovation through new and existing businesses and start-ups. Connect people and companies to the opportunities and resources available to accelerate the short and long-term success for businesses and communities.



### Talent Development

Coordinate programming, collaboration, and alignment of K-12, higher education, business, industry, and other organizational programs to ensure the workforce is prepared to support the emerging opportunities and growth of our businesses.



### Branding & Promotion

Promote the initiatives and programs of GreenSeam and our collaborators to develop partnerships and market opportunities, and drive investment to businesses and communities by branding the ag industry cluster to make it the "Silicon Valley of Ag."

## WHAT IS GREENSEAM?

GreenSeam is an economic development nonprofit organization dedicated to strategically building and connecting Minnesota's extensive agricultural business assets to the world by enhancing collaborations and investment with public and private sector partners.



## RECENT WORK

- Assisted **26** entrepreneurs throughout 2024 in accessing land, capital, markets, licenses, partners, and resources in the region to grow their business.
- GreenSeam was integral to Minnesota State University, Mankato launching their new **School of Applied Agriculture, Food, and Natural Resources**, filling an important gap in the region allowing students pursuing careers in agriculture to be retained in the area.
- When the Ardent Mills Mankato location announced its imminent closure, GreenSeam assisted with the re-employment of **50+** displaced employees by leveraging partnerships with other regional grain processors
- **195** individuals received business education through GreenSeam's programs and events.
- Enabled the **expansion of Blumen Acres**, a Zumbrota flower grower and bouquet subscription service by connecting them with a landowner offering free use of two acres. Because of this, their capacity to grow perennial flowers has increased significantly and they identified synergies with another nearby business to utilize waste streams.
- Launched the **Growing in the GreenSeam Workshops** offering training to regional food and agribusiness entrepreneurs on how to create value in these industries. These workshops also guided community leaders in building an entrepreneur-friendly environment. Held in multiple communities, the workshops attracted over **100** attendees, fostering regional growth.
- Leveraged **20+** partnerships with regional cities and non-governmental organizations.

## GREENSEAM FUTURES

GreenSeam Futures is a 501(c)(3) nonprofit organization whose mission is to be the gateway to Southern Minnesota for resources to educate, launch, and grow tomorrow's food and ag leaders, innovators, and entrepreneurs. The primary focus of GreenSeam Futures is fostering creative, meaningful collaborations between the agricultural community and educational institutions of Southern Minnesota, for the benefit of local students and the community at large.