

Brian Norder

Food and Agriculture Economic Development Experience

Project Director, Vermont Food Venture Center (VFVC), January 1997 to Present- The center is a non-profit business incubator for the food sector. The Project Director oversees operation of the facility, fund raising and development activities and delivery of training and technical assistance, with emphasis on issues of food safety. Also provides extensive consulting services in areas of food safety, process development and feasibility analysis.

Product Development Specialist, Northeast Center for Food Entrepreneurship (NECFE), University of Vermont, January 2000 to present- This is a part-time contract position within VFVC responsibilities. NECFE is a collaboration between the University of Vermont and Cornell University to provide food-business development services throughout the Northeast. Provide, as Product Development Specialist, a wide range of technical help to clients in seven state service area. Authored numerous newsletter articles and resource guide chapters on food safety, regulation and product development. NECFE was awarded the 2004 Honor Award for Excellence from the Secretary of the USDA.

Curriculum Development

“Recipe for Success”- This program was designed to provide food business and food safety skills to client of the Central Vermont Community Action Council (CVCAC) under a US Health and Human Services Agency grant. Target groups were low and moderate income individuals and immigrant populations in Central Vermont. The program consisted of 24 hours of classroom work and individual follow-up assistance.

“Recipe to Market”- This one day workshop is one of the signature offerings of NECFE and has been offered through out the Northeast as an introduction to starting a food business. Developed and delivered units on product and process development, labeling, packaging and pricing.

“Selling Skills for Food Businesses”- Developed with a colleague at Cornell, this NECFE workshop focused on product rollout and placement, the art of selling and trade show techniques.

Training Program Delivery

NxLevel[®] Training Network- Coordinated instructor training program and serve as state administrator for this national business training program. As a certified instructor, assisted in conducting three “Tilling the Soil” agricultural business planning courses in Vermont.

Serv-Safe[®] - Conduct frequent trainings in this nationally recognized food safety curriculum.

Operation Frontline[®] - Chef/instructor in this program to teach cooking, shopping and budgeting skills to disadvantaged clients.

Feasibility Analysis and Consulting Services

Have worked extensively in the area of preparing feasibility studies for mixed-use incubators, and shared-use food production incubators, providing consulting services

regarding the design, programming, feasibility and implementation of same. A partial list of organizations includes:

Austin CDC, Austin, TX	Nuestra Comunidad Development Corporation, Roxbury, MA
Alliance 2005 / Okanogan County, WA	New Orleans Center for Successful Living, New Orleans, LA
Roswell Hispano Chamber of Commerce, Roswell, NM	Unlimited Future, Inc., Huntington, W VA
La Plata County, Colorado	San Miguel County, Telluride, CO
Rutgers University, New Brunswick, NJ	Denver Enterprise Center, Denver, CO
North Carolina State Dept. of Agriculture and Consumer Services, Asheville, NC	Intervale Foundation, Burlington, VT
Cook County, Chicago, IL	Jefferson County, NC
Clallam County, WA	Carteret County, NC
Dartmouth, (MA) Grange	Harnett County, NC
Glendive, MN	Univ. of Idaho Food and Technology Center, Caldwell, ID

Grant projects

Have written and received grants to develop value-added meat products, to assist a local school in producing and documenting "Vermont Folk Foods" and to assist farmstead producers in regulatory compliance. Have worked as a consultant on a number of grants for other organizations including one to use locally-grown foods in products for public school meal programs.

Recent Presentation

New England Farmers' Direct Marketing Conference, Sturbridge, MA, February 2007, "Value-Added Processing: A Reality Check-Strategies That Make Financial Sense."

Association For Enterprise Opportunity Annual Conferences, Portland, OR, May 2005, Atlanta, GA, "Designing a Micro-enterprise Program for the Food Sector"

AEO Food Sector Learning Cluster, 2002 to 2005, participant in learning cluster activities to promote best practices in food sector technical assistance.

New England Fruit and Berry Growers' Conference, Manchester, NH, December 2003, "Safe Food Handling for Fruit and Vegetable Growers."

Vermont Women's Economic Opportunity Conference, Randolph, VT, Nov. 2003, 2006, "Starting a Small Food Business."

Food Incubation Summit, Northampton, MA, September 2003, "Incubator Policies and Procedures," and "Why include a kitchen incubator as part of your organization?"

Starting a Specialty Food Business in Indiana, Purdue Univ. IN, April 2003, "Food Labeling and Packaging," and featured speaker on the nature of food entrepreneurs.

New England Apple Society, February 2003, Ludlow, VT- "Processing and Marketing Value-Added Apple Products."

Food Business Incubation Summit, September 2002, Rutgers University, NJ, Presentations and panel discussions, "Independently Operated Food Sector Business Incubators," and " Facility Planning Essentials."

Northeast Agricultural Development Symposium, November 2000, Albany, NY, Presentation and panel discussion, "New Marketing Initiatives for Local Farm Products."

Vermont Sheep and Wool Festival, October 2000, Killington, VT- "Value-Added Opportunities for Lamb Producers."

