

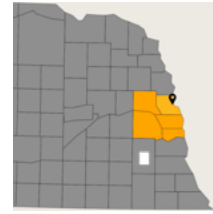


EXTENSION



Ben McShane-Jewell

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Accountability Region | Washington, Dodge, Douglas, Sarpy, and Saunders

My area of focus with Nebraska Extension is the Regional Food Systems Initiative, specifically marketing and distribution. My work includes supporting producers with marketing, branding and market research to enhance their farm business as well as working with institutional buyers to locate and source local food products. I am the Extension lead on our state-wide Farm to School program, in collaboration with several state partners. In this role I work closely with buyers at public schools, hospitals and universities interested in procuring local foods. I also work with communities in my region to enhance the opportunities for entrepreneurs to be successful.

What I can help you with:

- Marketing plans, branding and new market research
- Locating and sourcing from producers in your area
- Developing distribution networks for local and regional products
- Farm to school and farm to institution programs
- Local Food Leader training, capacity building and network development
- Community engagement training and support
- Farmers Market support and promotion

Programming:

- Local Food Leader and Community Food Systems training
- Farm Beginnings and Farm Ambitions Field Days
- Market Research and Marketing plans

Stay connected:

- Twitter: <https://twitter.com/ExtensionBen>
- LinkedIn: <https://www.linkedin.com/ben-mcshane-jewell/>
- Nebraska Extension: Regional Food Systems:
<https://foodsystems.unl.edu/>

Strengths Finders:
Ideation | Adaptability |
Futuristic | Intellection |
Connectedness

Nebraska Extension's Mission:

*"Helping Nebraskans
enhance their lives
through research-
based education."*