

INVESTOR UPDATE



2019 & 2020 IN REVIEW

BUSINESS DEVELOPMENT

Entrepreneurs First (E1)

E1 was created out of a collaboration between **GreenSeam** as the ag expert and a southeast MN collaboration of seven organizations. They received a Minnesota Launch Grant to develop the program to support and develop entrepreneurs.



GreenSeam has coordinated with more than entrepreneurs ranging from tech to production to clean water through E1.

20

Thanks to the Saint Peter EDC, Sam Ziegler was invited to participate on a panel for the **MN Business First Stop Tour**, which included eight **MN State Commissioners**.



GreenSeam has been working closely with **15** businesses on **expansion plans** in the region which will add new jobs.



Met with **26** businesses and **3** entrepreneurs creating new products.

Co-Hosted with Regional Economic Development Alliance (REDA) the new DEED Commissioner's, Steve Grove, visit with community leaders.



GreenSeam co-hosted the MN Chamber Supplier Round Table focused on Agriculture and Food, connecting Ag Manufacturing.

Provided support to a local feed mill for the MN Department of Agriculture - Value Added Grant in order to expand their operations. The grant was awarded to them.



GreenSeam played an instrumental role in helping Revolution Greens move forward with a **7 million-dollar** expansion creating

24

NEW JOBS

Provided **2** communities with **agriculture data** on industry impact of a **new business** and general impact of **ag production**.



In addition to general COVID-19 updates, **Food and Ag related information** was specifically shared via greenseam.org.



Advocated for an **online solution for Seasonal CDLs** for spring crop production while COVID-19 shut down Driver Vehicle Service offices.



GreenSeam supported AgriGrowth, along with more than **24** leading Minnesota agricultural stakeholder groups, in the **2020 Economic Contribution Study of Minnesota Agriculture and Forestry**.



TALENT



Worked with Mankato Area Public Schools (MAPS) and businesses to hire a **FULL-TIME AG TEACHER** at Mankato East and Mankato West High Schools, for the first time in 25 years,

starting with 40 students and

growing to **425**

ag students by the end of 2020.

Received a **MN Chamber of Commerce BEN grant** for the Mankato Area Public Schools (MAPS) Greenhouse project.



GreenSeam increased work capacity by partnering with **Lead for MN** to bring on a Fellow.



GreenSeam hosted a career fair which resulted in **100** students connecting with **15** businesses.

Four years of collaboration with South Central College led to a USDA grant to build a **MechaTronics program** dedicated to the food and ag industries. The program is currently being built out.



Worked with Minnesota State University, Mankato College of Business to add new programming. This includes an **Agribusiness and Food Innovation Minor; Ag Engineering Minor and Major; and an Ag Business Major.**



BRANDING & PROMOTION

GreenSeam participated in the first **Minnesota SelectUSA Virtual Pitch - AgTech and CleanTech**, which is focused on international startup companies.



Had a booth and interacted with several key state officials including the **Gov. Tim Walz, Lt. Gov. Peggy Flanagan, and several commissioners and legislators at the 2019 MN Farmfest.** **GreenSeam** had many shout outs by Gov. Walz during his speech.

Released the **first-ever Minnesota State of Ag Report**

with the results from the State of Ag Survey.



GreenSeam was present at the Minnesota Ag Expo, Minnesota Pork Congress and MN Chamber of Commerce annual meetings.

In collaboration with Visit Mankato, we created new partnerships with vendors to increase advertising efforts to promote large events & key campaigns like 2019's **'Gather in the GreenSeam.'**



The **RURAL FORUM** was held in December 2019 and had a **275** record people in attendance.



f ↑ **20%**

Growth of Facebook followers in 2020