

international TRAVEL COURSE

MAKING A GLOBAL IMPACT



12 Iowa State College of Agriculture and Life Sciences undergraduate students recently embarked on a 10-day international business development trip to Tanzania, Africa on March 13, 2014 with the Iowa State University's Agricultural Entrepreneurship Initiative (AgEI).

The Agricultural Entrepreneurship Initiative's International Development & Entrepreneurship in Agribusiness (IDEA) program places small teams of student consulting groups on identified international business development projects each spring semester.

Throughout this past semester, our group of students worked to address the identified business development project for West Central Cooperative, the 2014 IDEA partnering company.

Recently, the cooperative acquired MicroSoy, a soybean processing facility in Jefferson, IA that manufactures soy flakes from soybeans. This year's IDEA project focused on developing a market assessment for soy flake potential in Eastern Africa.

To develop the assessment, we conducted extensive secondary and in-country research. While in country, we visited feed mill owners (i.e. Coastal Millers, InterChick), food production company executives (i.e. Bakhresa), and policy organizations to gain a better understanding for the market they were assessing. We also had a chance to visit with a large dairy farmer on his property near Morogoro. A little fun was had along the way as we explored Africa's most beautiful places on safari in the Lake Manyara area and Ngorongoro Crater. Upon our return to the U.S., we assessed the market further, utilizing the information learned through our visits.

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Pictured above from left to right: Ryan Fisher, Marcie Stevenson, Austin Kessler, Natalie Witschorik, Jacob Holschlag, Owner of Mgolole Farm, Adam Fichter, Hannah Christensen, Quinn Maass, Locky Catron, Justin Bahr, Beth Pleggenkuhle, Kassie Ricklefs

As we discovered in-country, the challenge and opportunity for soybean ingredients in Sub-Saharan Africa is their rarity. There is a lack of consumer familiarity, as soybeans are not extensively grown or utilized as feed or food in this part of the world. However, through further consumer education, there is an opportunity to increase demand for soy products.

The AgEI program staff and students would like to thank West Central Coop and all of their members for this opportunity. It is projects like these and companies like yours that give us the real world experiences needed to succeed in our future careers.

Students participating in the 2014 IDEA program included: Justin Bahr, Agriculture Business, Iowa Falls, IA; Locky Catron, Agriculture Business, St. Joseph, MO; Hannah Christensen, Ag Business, Osage, IA; Adam Fichter, Ag Business, Shenandoah, IA; Ryan Fisher, Ag Business, Ellsworth, IA; Jacob Holschlag, Ag Business, New Hampton, IA; Austin Kessler, Ag Business, Durant, IA; Quinn Maass, Ag Business, Omaha, NE; Elizabeth Pleggenkuhle, Ag Business, Alpha, IA; Cassandra Ricklefs, Food Science, Webster City, IA; Marcie Stevenson, Ag Business, Wheatland, IA; and Natalie Witschorik, Ag Business, North Field, MN.

The IDEA project was led by Kevin Kimle, AgEI Director; Stacey Noe, AgEI Program Coordinator; Carly Cummings, AgEI Program Assistant; and Keri Jacobs, Iowa State Assistant Professor.



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The Agricultural Entrepreneurship Initiative at Iowa State University relies on outside partners for International and Domestic course projects, as well as opportunities for students through internships. The experiences offer students real-time, hands-on learning experiences valuable for their future entrepreneurial endeavors.

OPPORTUNITIES FOR PARTNERSHIP.

International Development & Entrepreneurship in Agribusiness (IDEA) – Partnering agribusiness organizations offer student consulting teams a hands-on learning experience in an international arena. Specific deliverables are defined as a part of the innovative business development project. During the course, students conduct needed in-country market research, financial analysis, etc., as it pertains to the project, creating a comprehensive final summary document and oral presentation to be presented to the partnering business' board of directors. Past partners: Macedonian Thrace Brewery, West Central Cooperative Domestic Development & Entrepreneurship in Agribusiness (DDEA) – Similar to the IDEA program, DDEA offers students a hands-on learning experience in the domestic arena through partnership with agribusinesses.

PAST PARTNERS: HAGIE MANUFACTURING, MACEDONIAN THRACE BREWERY AND WEST CENTRAL

Summer Internship Program – Entrepreneurial focused businesses offer students a unique and exciting summer opportunity to gain real world work experience. Interns work side-by-side with entrepreneurs, learning from them and contributing to their business. Employers are encouraged to allow students to take part in and view the businesses' internal operations in order for students to gain a better understanding of the fundamentals of developing and running their own business.

Semester, Inc. Internship Program – Selected companies offer students unique internship opportunities throughout the school year. Projects are typically research based, creating marketing plans, business analyses, and financial models essential for a company's ability to develop new products or services. Students work a majority of their hours in the AgEI office at Iowa State.



Interested in proposing a project?

Contact Stacey Noe @ 515-294-4945 or snoe@iastate.edu