

NACTA 2023 Agricultural Business Contest

Case Study Scenario

Hosted by Modesto Junior College

Contest Director: Lori Marchy (marchyl@mjc.edu)

Date: Friday April 14

Contest Orientation: Ag Room 124 @ 7:45 am

Contest Timeframe: 8:00 am - Noon

Location: MJC East campus (Ag Building # 22) 435 College Ave. Modesto, CA

Rooms: Ag 124, 125, & 127

Campus Map: <https://www.mjc.edu/general/images/eastcampusmap.png>

General Information:

Food4Schools has been leading the Farm2School movement in California for 10 years through their efforts to expand the offerings of California grown produce (in-season fruits & vegetables) in school meals by linking farmers directly to local school districts. Food4Schools is strategically located in the Central Valley of California allowing them to serve a majority of California schools from Sacramento and Sonoma to Ventura and Kern Counties.

About the Enterprise:

Food4Schools connects producers to schools and serves as an aggregator/distributor in the supply chain. They have an online ordering catalog where school foodservice buyers can see what is available and in-season. Most schools place orders and get deliveries weekly. They send out a weekly email newsletter to all customers and prospects with updates about seasonal product offerings.

**Interested in seeking logistical solutions for continuing to grow the company.

Mission: We exist to provide school children with access to a variety of in-season fruits and vegetables and other clean-label, California made products.

Goals:

- Create healthier meals for cafeterias
- Lower costs and reduce waste for food service
- Increase profits for farmers/producers
- Reduce the carbon footprint of the complete process

**Interested in creating new vision statement for company.

Business equipment:

5 Refrigerated Box Trucks w/lift gates
 2 Truck tractors, plus 3 refrigerated trailers (2 x 48', 1x28') with lift gates
 3600 sf warehouse with 600 sf of cold storage
 Plans to add additional cold storage
 5 refrigerated storage containers (each 10x40)
 Two forklifts, 5 electric pallet jacks

Personnel:

Owners (husband and wife) work in the business full time as GM/Office Management
 Office staff - Staff Accountant, Acct clerk, Customer Service Rep, Logistics Manager and New On-Road Sales Representative
 Warehouse/Driver staff: 4 warehouse workers and 5 truck drivers

**Interested in expanding into other products, beyond produce, for school meals.

Sample Annual Operating Expenses:

COGS (cost of goods sold)	\$1,000,000
Labor	\$200,000
Transportation/Warehouse	\$180,500
Overhead	\$140,000
Rent	\$44,500

Assignment for Case Study:

Your Team (school) has been tasked with creating a business plan for this enterprise for further business expansion:

Your assignment for this case study is the following:

1. Develop a 4-minute PowerPoint presentation that addresses the following minimum requests
 - a. A list of assumptions that will allow for efficient production with given resources
 - b. SWOT Analysis of enterprise
 - c. Projected quarterly cash flow and profit analysis for the next year of operation
2. As a consultant for this business enterprise, include in your report how key economic environment factors could affect the success of the operations.
3. The developed PowerPoint presentation will be the ONLY part graded. There are no other materials to turn in prior to competition. The presentation should be geared towards the business owner.
4. The material provided is just the start for building your case study. Resources for population demographics can be found at the U.S. Census Bureau for California and California demographics. Additional information about California School Districts and meals served can be found through the California Department of Education.
5. The attached rubric provides details about how the presentation will be scored.

**2023 Case Study Evaluation
Presentation Rubric**

School:
Reviewer:

Category	Unacceptable (3.75 pts)	Below Average (7.5 pts)	Average (11.25 pts)	Exceeds Expectations (15 pts)	Score	Comments
Structure of Presentation	Not Possible to understand presentation due to absence of structure	Difficult to Follow presentation due to erratic topic shifts and jumps	Most information is presented in a logical order which is easy to follow	Presented in logical, interesting, and novel sequence which is easily followed		
Introduction	Failed to introduce the school and team members	Introduced just the school team name	Introduced team members but not the school	Introduced both the school name and team members		
Power point Slides	Missing or impossible to read. Misspellings and other mistakes	Unattractive, hard to follow, either too busy or not enough information	Ok appearance. Slightly too busy or lacking information	Attractive and easy to follow. Contains the right amount of information		
Knowledge of Subject Material	No grasp of the information they are presenting. Unable to address questions about the subject	Uncomfortable with information. Capable of only addressing rudimentary questions	At ease with content and able to elaborate and explain to some degree, beyond the slides	Demonstration of full knowledge of the subject with explanations and elaboration		
Methods and Analysis	Methods and results were unclear. Hard to understand the findings of the model and implication for the problems being examined	Methods were somewhat unclear. Results were not strongly supported by the methods used	Methods were appropriate, but lacked in some areas or were unclear	Methods used were appropriate. Very clear and logical approach to how the conclusions and results were reached		
Delivery and Speaking Skills	Significant mumbling and incorrect pronunciation of terms. Voice level too low or too high. Monotonous, no eye contact, rate of speech too fast/slow	Occasional mispronunciation of terms. Little eye contact, uneven rate, only little expression	Voice is clear and at a proper level. Most words pronounced correctly. Some eye contact, steady rate, excessively rehearsed	Clear voice and correct precise pronunciation of terms. Good eye contact, steady rate, enthusiasm, confidence		

