



Lunch–N–Learn *** **Farmer Idea Lab** Series

The Entrepreneurial Opportunity of Limited Resources

Spotlight Farm:

V. Mac Baldwin, Baldwin Family Farms

Yanceyville, NC

Date: March 19, 2015

Time: Noon – 12:45 p.m.

Registration required by
Noon, March 18

<http://go.ncsu.edu/farmeridealab>

Baldwin Charolais Beef is a unique brand of all-natural, extra-lean beef with rich flavor and high customer acceptance. The Baldwins, V. Mac and wife Peggy, are known throughout the Carolinas and Virginia for their pasture-based, hormone and antibiotic-free beef. Baldwin Charolais Beef is featured and sold in 11 Whole Foods regionally. Customers across the US order online.

V. Mac Baldwin is an accomplished entrepreneur that believes that you should do what you can with what you have. In other words, V. Mac never stopped because he had limited resources. To the contrary, he has taken advantage of it. Come and join us to hear V. Mac's entrepreneurial experiences.



www.ncgrowingtogether.org



www.ncfb.org



cals.ncsu.edu/hort_sci



www.localfoodnc.org

Objectives of the Farmer Idea Lab Series: *The Farmer Idea Lab webinar series will provide opportunities for farmer to farmer sharing. It is an opportunity for you to hear success stories and lessons learned from your peers. You will come away with new ideas to help your farm become more profitable and leave inspired to continue to evaluate your farm business as you adapt to changing markets and new opportunities.*

Questions: Contact Joanna Lelekacs, joanna_lelekacs@ncsu.edu.



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