

MORE Project Continues in Northwest Missouri

(KTNC) - Area residents are invited to participate in a second series of focus groups this month, as part of the Market Opportunities for Regional Entrepreneurs – or MORE – project. The project is an initiative organized by students from Northwest Missouri State University's departments of Agricultural Sciences and Business, along with Northwest Missouri Enterprise Facilitation.

MORE is designed to help agricultural and other small businesses find new ways to add value to existing meat products, with the goal to develop new markets that could increase profitability and retain or create jobs.

MORE hosted focus groups earlier this year in northwest Missouri to identify gaps that may be curbing producers' ability to deliver their products to consumers. A follow-up focus group at each location will include dissemination of the information from the initial focus groups and sharing potential solutions.

The follow-up focus groups will be held beginning this week, with a meeting today (Monday) at Wabash Junction in Stanberry.

A focus group will meet Tuesday at the Black Iron Grill in Rock Port, and other meetings will be held Thursday at the Northwest St. Joseph Center in St. Joseph, and next Thursday, March 14, at Country Bistro in Maryville.

All meetings will begin at 5:30 p.m., with dinner provided. Seats are limited, so individuals interested in participating should reserve space by calling 660-562-1282 and leaving a message.