



Lafayette-West Lafayette Development Corporation

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A focused business assistance organization that includes
Business and Industry Council
Capital Resources Council
Chamber of Commerce Council
Downtown Development Council
Workforce Development Council

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Development Corporation participates in WIRED agribusiness effort

Lafayette, Ind. – August 16, 2007 – The Lafayette-West Lafayette Development Corp. is participating in an effort to identify needs and develop workshops for area agribusinesses, reports Cinda Kelley, executive director of the corporation's business and industry council.

“We are working with the 14-county Workforce Innovation and Regional Economic Development (WIRED) initiative, which received \$15 million from the U.S. Department of Labor to transform north central Indiana's economy,” Kelley said. “A key part of that is the agribusiness sector—finding out who and where all the businesses are, learning their concerns and then identifying ways we can help them continue and expand their success.”

A survey now underway is gathering information on operational costs, workforce, quality, supply chain and other factors. “We're encouraging agribusinesses who have been contacted about the survey to participate,” Kelley said. “This WIRED funding and the opportunities it will provide are a once-in-a-lifetime opportunity for our area, so we want to harvest a rich crop of responses.”

The project is being overseen by Christy Bozic, WIRED manager of business innovation, based at Purdue University. The Global Supply Chain Management Center at Purdue's Krannert School of Business is conducting the confidential survey for WIRED.

“We're getting an idea of what the agribusiness network looks like, from producers to wholesalers and food processing plants,” Bozic said. “And we're going to learn what their challenges are at each level. Once analysis is complete, we will develop curriculum and present some pilot informational workshops.”

Founded in 2006 and headquartered in the Swezey Commerce Center, 337 Columbia St., Lafayette, the Lafayette-West Lafayette Development Corp.'s mission is to advance economic and community prosperity for a superior quality of life.

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