



## Full Plate Ventures

Serving business with social mission

### IS YOUR PLATE FULL?

Full Plate Ventures seeks to build relationships...

- ...among business and social enterprise;
- ...among the land we nurture, the food we grow, and the meals we eat;
- ...among how we invest our money and reinvest in our local communities.

Cheryl Kollin, Principal of Full Plate Ventures, LLC is passionate about building sustainable, regional food systems. She provides business consulting to social enterprises to enhance their profitability while serving their social mission.

After her early career in Landscape Architecture and her long tenure as vice president of the Urban Ecosystem Center at American Forests, she earned her MBA in sustainability with a concentration in sustainable food and agriculture. She returns to local grassroots work to channel her passion into tangible results.

*"I use Cheryl's cost accounting spreadsheets regularly as a wonderful tool for our business. I keep the price list update, and change or add recipes as I tweak things, so that I have the information to determine my per-product costs and to set pricing. It's the gift that keeps on giving!"* Nancy Fortner, owner, Sweetlife Farms

Cheryl offers strategic planning, program capacity building, cost accounting, product profitability analysis, and communication services to clients. Recent clients include:

- **Bethesda Green**, a sustainable living non-profit, building program capacity for projects in food and agriculture, recycling, and renewable energy, green building, and transportation. Developed proposal screening criteria, project implementation methods, and metrics for measuring community impact.
- **Montgomery Countryside Alliance**, a non-profit advocate of the County's Agricultural Reserve, conducted farmer needs assessment to better connect growers with buyers and strengthen locally-produced food markets in urban areas.
- **Sweetlife Farm**, A family-owned organic farm and food business, created a cost-accounting system to electronically capture and analyze product profitability for 30 products by integrating data about sales, and material, labor, and overhead costs. Built a system to model optimum product mix for production under different assumptions so that client could make better production decisions.

*"Cheryl was hired to assist KOL Foods because her passion, knowledge and commitment to sustainable food systems were evident. As a seasoned professional, she took the initiative to learn the complex supply chain of non-industrial, kosher meat production. Cheryl developed a public relations and marketing strategy to communicate the launch of KOL Foods e-commerce channel and then implemented the plan. Her ability to stay on task, schedule and budget were a great help to our small (overextended) team."*—Susan Klein, KOL Foods.