

ANNUAL AGRICULTURE INNOVATION UPDATE | 2025

INNOVATION FRONTIER 2025

AGRIBUSINESS DEVELOPMENT
WYOMING BUSINESS COUNCIL

WYOMING

PIONEERS AND INNOVATORS



Wyoming's economy was shaped by pioneers who embraced risk, faced challenges head-on, and often failed before they succeeded. The wagon trails led the pioneers west toward a horizon that provided the inspiration necessary to manage inherent risk. Today, those trails have been replaced by highways – both physical and digital – still carrying today's farmers, ranchers, and agribusiness entrepreneurs toward their own pathways of hope and reward.

As we strive for resilient agribusiness in every corner of the Cowboy State, we must embrace our pioneering spirit, knowing that the trail forward requires us to be bold, try new things, take risks, and oftentimes fail. Providing room to take risks is essential to driving innovation and economic growth. At the [Wyoming Business Council](#) (WBC), we have found that when businesses and communities are free to experiment and take calculated risks, they are more likely to discover new approaches and solutions

that lead to long-term success. Those solutions and ideas are the innovations that will keep the industry moving forward.

Agribusiness growth in the state has always been rooted in an innovative spirit. The process we follow to take risks is to identify not only problems and barriers to growth, but also the appropriate solutions that can scale to meet the needs of more than one business. This annual agribusiness report demonstrates how we view economic growth tools, highlighting a few examples to demonstrate this process in action. Together, we can continue this very important work as we seek to bridge gaps, collaborate between groups, and identify opportunities for prosperity, just as our pioneering founders exhibited.

By embracing the risks and rewards of innovation, we create a landscape where failure is a step toward achieving success.

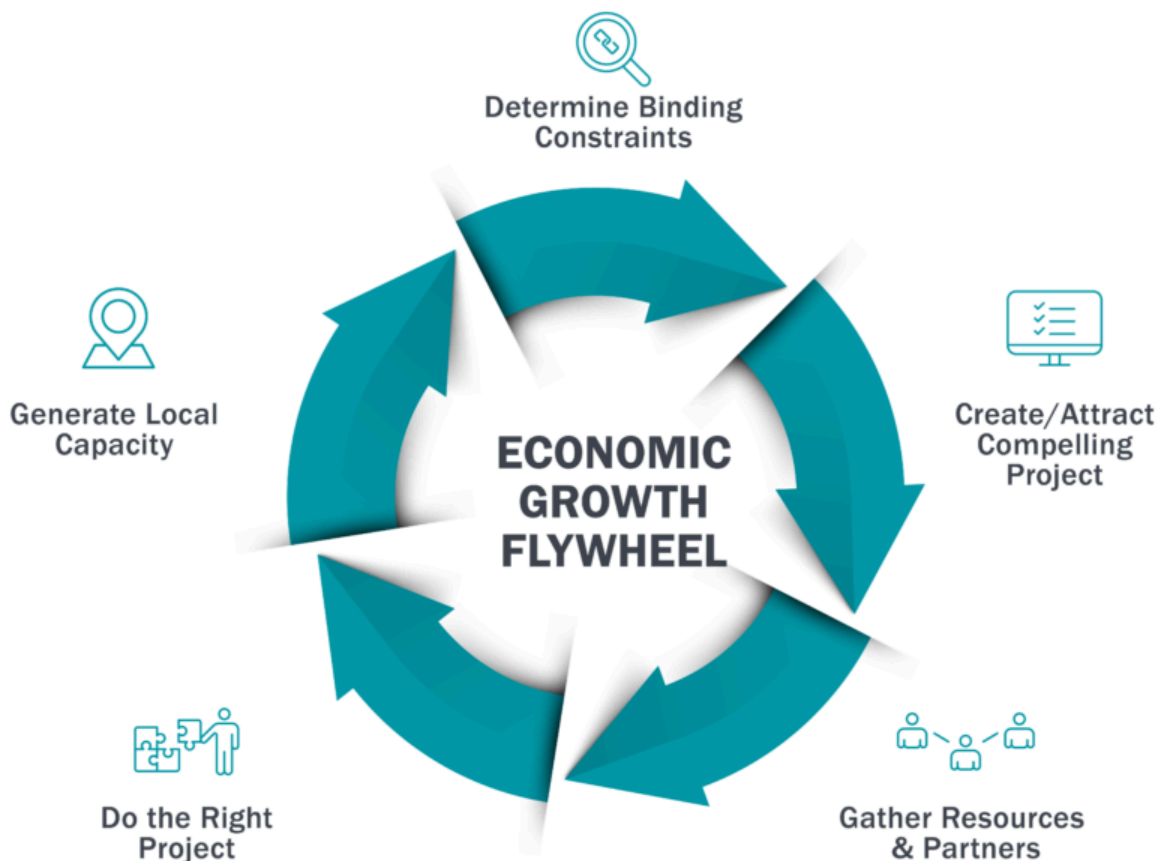


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PROBLEM-FOCUSED. LOCALLY DRIVEN. INNOVATION-FUELED.

Agriculture is both Wyoming's legacy and its future. To ensure a strong industry going forward, we are constantly evaluating challenges and opportunities using the [Economic Growth Flywheel](#). First, we identify root problems that are inhibiting economic growth. We then test solutions, and when needed, we adapt our process. The approach ensures every effort builds momentum – from strengthening local markets to exporting globally.

The future of Wyoming agribusiness isn't waiting on someone else. It's being built here today. Wyoming Table, an export mission, Assessment to Action (A2A), and investments outlined in the following pages are examples of how we are focused on supporting agribusiness in a very targeted and strategic approach.



WYOMING TABLE

CULTIVATING GLOBAL CONNECTIONS WITH LOCAL FLAVORS

Launched in 2023, [Wyoming Table](#) has quickly grown into a grassroots success story, connecting local producers with buyers across the state, the region, and the world. What started as a simple online directory is now a platform linking more than 70 Wyoming ranchers, farmers, brewers, distillers, and food product suppliers and manufacturers directly with restaurants, distributors, and international buyers.

In 2024, a highlight event in Jackson, Wyoming, brought together hospitality leaders, chefs, and beverage experts to showcase Wyoming-made food and drinks, demonstrating how local flavors can elevate tourism and culinary experiences. This year marked our second appearance at the Wyoming State Fair, which brings together producers and expands the reach of Wyoming Table.

Partnership with the Wyoming Food Coalition allowed for collaboration on an annual showcase that brought together our local food system partners, while the Rocky Mountain Regional Food Innovation Center continues to expand awareness and access for Wyoming producers of all sizes.

On the global stage, Wyoming Table is leveraging collaborations with the

Western U.S. Agricultural Trade Association ([WUSATA](#)) to connect with European and Asia-Pacific markets. Through programs like the [State Trade Expansion Program](#) (STEP) and [Market Expansion Grant](#) (MEG), producers are receiving critical support to overcome barriers and meet international buyer requirements.

“Wyoming Table is more than a directory; it is a bridge between grassroots producers and global markets, ensuring Wyoming’s high-quality products have the reach they deserve, just like those pioneers who chased the Western horizon in search of opportunity.” - WBC Market Development Advisor Kade McMillan



UNLOCKING MARKETS

UNLOCKING EUROPEAN MARKETS THROUGH INNOVATION

The European Trade and Investment Mission demonstrated the state's growing competitive advantage in agricultural technology and innovation. By focusing on research, commercialization, and cluster development, Wyoming positioned itself not just as a supplier of products but as a partner in the global food and ag-tech economy.

The mission emphasized how research and development (R&D) can spur private sector commercialization, showcasing Wyoming's work in agriculture technologies, vertical farming, and value-added processing. With innovation at the forefront, Wyoming highlighted opportunities for companies seeking to test, refine, and scale new technologies.

Key to this effort was the emphasis on public-private partnerships. The delegation, comprised of the Wyoming Business Council, University of Wyoming, Wyoming Department of Agriculture (WDA), and Cheyenne LEADS, showcased a unified front under the Team Wyoming banner. By aligning research capacity, industry expertise, and policy support, the state signaled its readiness to attract foreign direct investment and foster collaborations that strengthen both local communities and global markets.

In Italy and the United Kingdom, Team Wyoming met directly with ag-tech leaders and buyers, learning from Europe's advanced markets while building relationships that could bring investment, knowledge exchange, and expanded trade opportunities back to Wyoming. The result is a growing international reputation.

Wyoming is not only a land of legacy agriculture but also a hub for innovation and applied research, where global partners can connect with U.S. markets and collaborate on the future of food.



Panelists Jill Tregemba, Parag Chitnis, Doug Miyamoto, Angela VerPloeg, and Wendy Lopez discuss public-private partnerships at the World Agri-Tech Conference.

FROM ASSESSMENT TO ACTION (A2A)

BUILDING LOCAL SOLUTIONS

Assessment to Action (A2A) is designed to build local capacity and strengthen leadership by bringing communities together to tackle challenges head-on. Through a structured process, A2A helps leaders convene diverse voices, identify root problems, and design practical solutions that reflect local priorities and needs. The result is stronger collaboration, enhanced problem-solving skills, and the confidence for communities to lead their own economic and agricultural growth. A2A



WYOMING FOOD FREEDOM ACT: AN A2A PROJECT

In partnership with local producers, communities are piloting cooperative food marketing and distribution efforts, showing how grassroots ideas can scale into statewide solutions. In July 2024, a diverse coalition of partners came together under the A2A program to tackle one of the most pressing issues in Wyoming's local food system: Finding clarity around the Wyoming Food Freedom Act.

The team included representatives from the USDA Northwest and Rocky Mountain Regional Food Business Center and UW Extension, the Wyoming Food Coalition, Eat Wyoming, Wyoming Department of Agriculture Consumer Health Services Division, the Department of Education, the Wind River Food Sovereignty Project, and local producers and distributors.

The group's goal was straightforward but ambitious: provide clear, consistent guidance on how the Food Freedom Act applies to producers and buyers across the state. By working

collaboratively, the team developed a comprehensive [FAQ document](#), with solutions provided by Consumer Health Services.

The [resource](#), now available at wyfoodcoalition.org, ensures all partners are equipped with standardized messaging to educate and support Wyoming's growing local food industry.

The impact, however, goes beyond just one document. The project challenged outdated policies, simplified complex legal language, and built a shared understanding among organizations that often work in different corners of the food system. This common framework strengthens trust and consistency in how the Food Freedom Act is communicated to producers, educators, and consumers alike. Delivered on time for a statewide conference, the project produced fact sheets, web resources, and stronger partnerships that set the stage for continued collaboration.

"The outcome was that we're all in it together, and now we see these goals that we want to achieve as a part of our food system, and how we're all working to the same end... I think that was the biggest impact." – LeAnn Miller, Local Food Broker, Fresh Fruits Distribution & Eat Wyoming Online Farmers Market

That shared vision is the true success of the initiative, demonstrating how A2A builds capacity by helping Wyoming leaders convene, collaborate, and drive meaningful change.



TOOLS LEVERAGED FOR AGRIBUSINESS

SUCCESSION LOANS

In July 2024, the Wyoming Business Council participated with Big Horn Federal Savings Bank in Greybull, Wyoming, to finance the ownership transition of Basin Processing in Greybull. Basin Processing has been a vital meat processing business serving the greater Basin area for more than 30 years.

The loan was awarded as part of the Challenge Loan Program's [Succession Financing Loan](#) with the intent of helping existing Wyoming businesses maintain operations by overcoming the hurdles of financing business ownership transition.

KICKSTART

The [Kickstart Grant Program](#) is designed to support growth-oriented startups within Wyoming to overcome initial hurdles through funding, mentorship, and future growth opportunities. Kickstart is available to help launch businesses into the next phase of growth using funds allocated through the Startup: Wyoming initiative. These funds are distributed with the Governor's approval and are held within the Governor's ENDOW Fund. In the first quarter of 2025, Kickstart granted \$100,000 to companies focusing on agricultural innovation.

[Ag Innovations Water Rippler](#) offers farmers and ranchers an easy solution to keep their stock tanks cleaner and healthier for their livestock. This product was developed by Randall and Shondah Otwell, fourth-generation ranchers from Oshoto, Wyoming. In 2023, they were the winners of the Energy Capital Startup Challenge in Gillette, Wyoming, and are on pace to launch into large-scale production later this year. They were awarded \$50,000 through the Kickstart program.



BOTNY
FRESHNESS YOU TRUST

[Botny](#) (Root To Shoot) was another recipient of a \$50,000 Kickstart grant. Started by Nathan Roma, Botny is an indoor farm located in Sheridan, Wyoming, that focuses on controlled environment agriculture. With this grant, they are working toward food safety certification to better serve the current demand for their product. Botny was the 2024 winner of the Energy Capital Startup Challenge.

ENGAGING OUR YOUTH: WBC INTERN SPOTLIGHTS



DALJIT KAUR

As a University of Wyoming student studying Accounting and Economics, Daljit says her WBC internship has shown her the many ways the government supports economic growth. From venture capital to policy reform, she has seen firsthand how the Business Council empowers Wyoming's communities and industries, while being allowed the opportunity to apply her economic studies.

She is proud to call Burns, Wyoming, home – a small town that shaped who she is.

"Wyoming's culture is deeply rooted in agriculture, and through my time at the WBC, I've discovered an entirely new side of the industry – one that is increasingly defined by innovation, technology, and global opportunity."

The culture at the WBC emphasizes a growth mindset and prioritizes continuous learning, creating an environment where meaningful change is possible. Daljit has been instrumental in producing this annual agribusiness report, translating complex ideas into accessible, engaging stories to reinforce how critical communication is to connecting innovation and impact.



SKYLAR EDMUND

As she enters her final year at the University of Wyoming and completes her third year interning with the Business Council, Skylar has developed a deep pride for this state and its people. Throughout her time with the WBC, she has worn many hats, each one helping her grow personally and professionally.

Although Sky is not a Wyoming native, she grew up in a small, close-knit Nebraska community of just 250 people who live by the Cowboy Code of Ethics. Her family has deep roots in agriculture, and she's found great fulfillment in contributing to the ag industry while carving out her own path in the business world.

"The Wyoming Business Council has played a pivotal role in shaping both my career and character. My purpose is to make a meaningful impact, helping others and giving back to the state that has come to feel like home. As I approach the end of my academic journey, I'm incredibly grateful for the experiences and knowledge I've gained through the WBC. I look forward to continuing to grow, adapt, and serve in Wyoming's dynamic economic landscape."



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