

Starting a SUCCESSFUL Specialty Food Business

A one-day intensive workshop in Novato
February 9, 2015

Are you ready to bring your food product to the market?

In this one-day intensive workshop, you'll learn the fundamentals of the specialty food marketplace and how to start creating your own success story. You'll spend the day with specialty food business experts. Two specialty food producers will tell their stories. You will leave with a book, "Sell Your Specialty Food", a clearer understanding of the industry, and real-world answers to your questions. Lunch and snacks are included.

You'll learn:

- Dynamic forces affecting demand for specialty foods
- Terminology of the specialty food business
- Roles of brokers, distributors and retailers

And you'll learn how to:

- produce and market your product legally and safely
- build your brand
- get your product on the shelf
- price your product

Registration requested

Workshop fee: \$20.00 online by February 2

Register online: <http://ucanr.edu/spfoodsmarin>

If you have a specialty food product, you can bring it to the workshop for everyone to taste. Please bring the necessary serving utensils or sample cups.

Workshop Time & Place

Place: Hamilton Community Center
503 B South Palm Drive
Novato, CA 94949

Date: Monday February 9, 2015

Time: 8:30 a.m. - 4:30 p.m.

Download workshop agenda:
ucanr.edu/spfoodsmarinagenda

For more information, contact:
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This project is funded by the California Department of Food and Agriculture's Specialty Crop Block Grant Program

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Agriculture and Natural Resources

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Agenda

8:30 - 8:45	Overview & Introductions
8:45 - 10:15	Staying Safe and Legal: Food Safety & Regulations <i>Linda Harris, UCCE Specialist in Food Safety & Microbiology</i>
10:15 - 10:30	Break
10:30 - 11:30	Marketing 101 for Specialty Foods <i>Shermain Hardesty, UC Small Farm Program Extension Economist</i>
11:30 - noon	Getting Your Product on the Shelf <i>Tim Sullivan, Sage Food Group</i>
Noon - 12:45	Lunch & Networking
12:45 - 1:15	Processing & Packaging Options <i>Shermain Hardesty and Tim Sullivan</i>
1:15 - 2:15	Money Matters/Pricing for <i>Tim Sullivan, Sage Food Group</i>
2:15 - 2:45	Financing Options <i>Shermain Hardesty</i>
2:45 – 3:00	Break
3:00 - 4:15	Specialty Food Producers Panel <i>Janet Brown, Allstar Organics</i> <i>Dave Ehreth, Sonoma Brinery</i>
4:15 - 4:30	Wrap-up
4:30	Adjourn

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