



University of California Agriculture and Natural Resources



Starting a SUCCESSFUL Specialty Food Business

February 9, 2015

8:30 a.m. – 4:30 p.m.

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

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 profit <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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