

Starting a SUCCESSFUL Specialty Food Business

A one-day intensive workshop in Modesto

July 15, 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.

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

Pre-registration and payment required - space is limited

Workshop fee: \$20.00

Fee includes lunch and snacks. Vegetarian/vegan options available.

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

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.

Place: UCCE Stanislaus County
3800 Cornucopia Way, Harvest Hall
Modesto, CA 95358

Date: Wednesday, July 15, 2015

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

Download workshop agenda

For more information, contact:
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