

Starting a SUCCESSFUL Specialty Food Business
Tuesday July 21, 2015, 8:30 a.m. – 4:30 p.m.

UCCE Humboldt County, Auditorium
5630 South Broadway, Eureka, CA 95503-6998

Agenda

8:30 – 8:40	Welcome, <i>Deborah Giraud, UCCE Advisor-Humboldt & Del Norte Counties</i>
8:40 - 9:00	Overview & Introductions, <i>Shermain Hardesty, UC Small Farm Program Extension Economist</i>
9:00 - 10:15	Staying Safe and Legal: Food Safety & Regulations <i>Linda Harris, UCCE-Davis, Specialist in Food Safety & Microbiology</i>
10:15 - 10:30	Break
10:30 - 11:30	Marketing 101 for Specialty Foods <i>Shermain Hardesty</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	Packaging and Labeling <i>Shermain Hardesty</i>
1:15 - 2:15	Processing Options and Money Matter\$/Pricing for profit <i>Tim Sullivan</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>Henry Robertson, Henry's Olives-Arcata</i> <i>Tom Pagano, Tomaso's Specialty Foods-Blue Lake</i>
4:15 - 4:30	Wrap-up, <i>Deborah Giraud & Shermain Hardesty</i>
4:30	Adjourn



Speakers' presentations are posted at: http://sfp.ucdavis.edu/marketing/Specialty_Foods/

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