

Starting a SUCCESSFUL Specialty Food Business
Sunday, March 6, 2016, 8:30 a.m. – 3:30 p.m.

Doubletree Hotel, 2001 Point West Way, Sacramento, CA



Agenda

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| 8:30 – 8:40 | Welcome, Shermain Hardesty, <i>UC Small Farm Program Extension Economist</i> |
| 8:40 - 9:00 | Overview & Introductions, <i>Shermain Hardesty</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 - 11:45 | Marketing 101 for Specialty Foods
<i>Shermain Hardesty</i> |
| 11:45 – 12:15 | Getting Your Product on the Shelf
<i>Tim Sullivan, Sage Food Group</i> |
| 12:15 - 12:45 | Lunch & Networking |
| 12:45 – 1:45 | Processing Options and Money Matter\$/Pricing for profit
<i>Tim Sullivan</i> |
| 1:45 - 2:15 | Financing Options
<i>Shermain Hardesty</i> |
| 2:15 – 3:30 | Specialty Food Producers Panel, Courtney Smith, Bloomingcamp Ranch
and Penny Granberg, Rose Lane Farm |
| 3:30 - 3:35 | Wrap-up and Adjourn <i>Shermain Hardesty</i> |



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