

Starting a SUCCESSFUL Specialty Food Business

CA Small Farm Conference Short Course

March 6, 2016

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: \$75.00

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

Note: Full conference registration is NOT required to attend this Short Course, but all are welcome to register for other conference activities.

Register online: <http://bit.ly/1OTbCMc>

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: DoubleTree Hotel
2001 Point West Way
Sacramento, CA 95815

Date: Sunday, March 6, 2016

Time: 8:30 a.m. - 3:30 p.m.

Download workshop agenda

For more information, contact:
Shermain Hardesty, 530-752-0467
shermain@primal.ucdavis.edu

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