



# EcoFarm Conference

JANUARY 25 - 28, 2017

ASILOMAR CONFERENCE GROUNDS  
Pacific Grove CA

[WWW.ECO-FARM.ORG](http://WWW.ECO-FARM.ORG)

WEDNESDAY, JANUARY 25

8:30am – 4:30pm Pre-Conference

## Producing Value-Added Foods Safely, Legally and Successfully

In this one-day intensive Ecofarm PreConference workshop, you'll learn how to produce value-added foods from value-added food businesses; get a clear update on the laws which apply to value-added food production in California and the US, including Cottage Foods; become acquainted with the language of the value-added foods business; and get a thorough introduction to the roles of retailers, distributors and brokers. You'll also hear about the challenges and successes of three producers who are marketing organic, value-added products.

With this session you'll walk away knowing how to:

- Produce your product legally and safely
- Use basic marketing concepts to build your brand
- Get your products on the shelf at supermarkets and specialty retailers
- Price your product for profit

Speakers: Kathryn Lukas, Farmhouse Culture; Magali Brecke, Kitchen Witch; Jenna Muller, Full Belly Kitchen; Danielle Shaeffer, New Leaf Community Markets; Merrilee Olson, Preserve Farm Kitchens; Shermain Hardesty, University of California Small Farm Program; and Erin DiCaprio, University of California-Davis Food Science Department.

You have the option to attend just this workshop. The \$75 workshop registration fee includes an organic lunch. For the agenda, [click here](#). Contact [Shermain Hardesty](#), workshop organizer, regarding questions about the workshop content.

Register For the Preconference and  
other Conference Packages HERE:  
<http://eco-farm.org/conference/2017/register-now>



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