We invite you to attend the “Developing a New Food Business” workshop. During this conference you’ll be able to explore how to start a new food business by speaking with successful producers and university personnel. The workshop will focus on food businesses which process package sale a variety of products food.

Successful food entrepreneurs will share their experiences, of starting a food business. Workshop participants will receive a reference notebook and other materials that will help you develop your business.

Registration confirmation and detailed directions will be sent out upon receipt of your payment.

For more information contact:

Nancy H. Jones, RD, LDN, Extension Agent, Family & Consumer Sciences, Cleveland County, 704-482-4365 or nancy_jones@ncsu.edu

Sponsored by:

North Carolina State University and North Carolina A&T State University commit themselves to positive action to secure equal opportunity regardless of race, color, creed, national origin, religion, sex, age, or disability. In addition, the two Universities welcome all persons without regard to sexual orientation.

Directions to Cleveland County Center: I-85 from Charlotte. Travel I-85 South from Charlotte, take Exit 10B, US-74 West, toward Kings Mountain/Shelby. Travel approximately 12 miles and turn right onto South Post Road/NC 180. Office is 0.8 miles on left, County Office Building, entrance located next to Food Lion.


Developing a New Food Business

Tuesday 15 April
&
Wednesday 16 April
2008
NC Cooperative Extension
Cleveland County Center
Shelby, NC
Developing a New Food Business Conference - Shelby, NC

Day 1 Agenda

Getting Started
8:30-9:00  Registration
9:00-9:30  Welcome & Introductions
9:30-10:15  Panel of successful food entrepreneurs
10:15-10:30  Break
10:30-11:45  Overview of Food Business
  Exercise in workbook
11:45-12:00  Networking Time
12:00-12:45  Lunch

Developing Your Market
12:45-1:30  Market Research: How to do it
  Exercise in workbook
1:30-2:15  What is your marketing strategy?
  Intro to market planning
2:15-2:30  Break
2:30-5:00  What is your product?
  Market channels and outlets for small food processors
  Advertising & promoting
  Pricing your product
  Exercise in workbook
4:15-5:00  Setting up a business in North Carolina: Legal issues
  Exercise in workbook
5:00  Wrap-up

Day 2 Agenda

Food Production and processing operations
8:00-8:15  Follow-up on homework and discussion issues
8:15-10:15  Overview of food processing and production
10:15-10:30  Break
10:30-11:00  Rules & Regulations
11:00-11:30  If I process, what kind of facility do I need?
11:30-12:15  Should I process or copack?
  Exercise in workbook: What kinds of technical and operational information do I need?
12:15-1:00  Lunch

Putting the Pieces Together
1:00-1:45  Business planning issues and resources
  Exercise in workbook
1:45-2:05  Obtaining financing & other necessary resources
2:05-2:45  Finishing your plan:
  Running the numbers
  The workbook as a planning tool
  Where to get help
2:45-3:00  Wrap-up discussion, evaluation and adjourn

Registration Form
April 15-16, 2008

The deadline for registration is April 7, 2008. The price is $85/person.

Name________________________________________
________________________________________
Address _______________________________________
County________________________________________
Email________________________________________
Phone Number_________________________________