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BY FAX to (530) 757-8558. Be sure to include a complete enrollment form along with credit card information or a company purchase order.

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IN PERSON at our Registration Office, 8:30 a.m.-4:30 p.m., 1333 Research Park Drive, Davis, ONLINE at www.extension.ucdavis.edu.

1. YES! Please enroll me in **Getting Started in the Specialty Food Business** / May 20 & 21, 2006 / \$510 / section 054FST300

No, I can't enroll at this time, but please add me to the mailing list for information about future *Getting Started in the Specialty Food Business* workshops.

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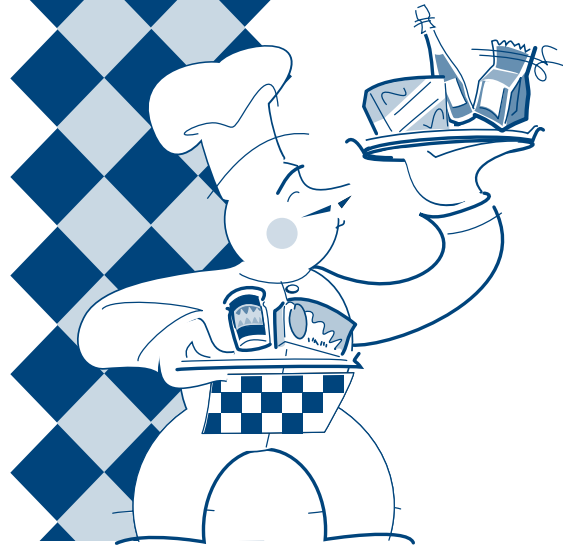
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Key Code

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Learn how to get your food product from the kitchen to the marketplace

Getting Started in the Specialty Food Business

Davis

❖ May 20 & 21, 2006

A workshop from

UC DAVIS

Department of Food Science and Technology

and

UC Davis Extension

Getting Started in the Specialty Food Business

Does your authentic Cajun gumbo impress everyone who tastes it? Does your secret salad dressing recipe belong in kitchens across the nation? From processing to promotion, the realities of getting your specialty or gourmet food product from the kitchen to the marketplace are covered in this two-day workshop.

Among the essential production, marketing and management issues covered are

- processing your product
- marketing principles
- promotion options
- co-packing and product formulation
- food safety
- brokers and distributors
- pricing fundamentals
- market trends and research
- package design and labeling
- developing a business plan
- government regulations

One-on-one with the experts

The principal instructors and guest speakers have years of experience in all aspects of specialty foods, and the workshop is designed to help you make the most of their expertise. There are plenty of opportunities throughout the program — as well as during breaks, lunches and an evening social hour — to ask questions and receive input on your specific products and goals. *Please bring samples of your products/packaging to the afternoon social for evaluation.*

Advice from those who know

One special feature of the workshop is the chance to hear a panel of experienced California specialty food entrepreneurs talk frankly about their business successes, as well as the situations they wish they'd handled differently. This is an important chance to find out about potential pitfalls before starting your own business.

Valuable resource materials

Included with your registration fee is the course text *From Kitchen to Market: Selling Your Gourmet Food Specialty* by Stephen F. Hall, along with an extensive manual of reference materials developed by the principal instructors. You'll take home guidelines for developing a business plan, lists of trade publications and government agencies, food preservation information, articles on specialty food trends, a product development checklist and more.

Additional materials will be displayed for you to review throughout the weekend, including recent issues of trade publications, examples of package design, sample promotional materials and forms, and profiles of successful specialty food operations.

Getting Started in the Specialty Food Business

provides an outstanding opportunity to learn from successful specialty food entrepreneurs as they share secrets, advice and tips on building a flourishing gourmet food business. All of the speakers are prepared to share their knowledge and insights about forming and financing a business, producing and packaging their own product, reaching the customer and more.

For more information

Please call (530) 757-8899 or email aginfo@unexmail.ucdavis.edu. Workshop topics and speakers are subject to change.

Principal instructors

Shermain Hardesty, Ph.D., is a specialist with Cooperative Extension in the Department of Agricultural and Resource Economics at UC Davis. She works extensively with small farmers and producer groups to expand their marketing alternatives. Hardesty previously operated a consulting firm that specialized in market research and development of marketing strategies for the food industry.

Linda Harris, Ph.D., is a Cooperative Extension food microbiologist in the Department of Food Science and Technology, UC Davis. In addition to teaching a wide variety of Extension courses, Harris manages an active research program in microbial food safety. Harris' research and teaching programs focus on providing microbial food safety information to all participants in the food chain — from producer through processor, retailer and consumer.

Guest speakers and panelists include

Sue Conley and her partner, Peg Smith, began making cheese from organic milk produced by Strauss Family Dairy in 1997. Sue had previously owned Bette's Oceanview Dinner in Berkeley. Today, all of the renowned Cowgirl Creamery artisanal cheeses are produced in a renovated barn at Point Reyes Station that also houses Tomales Bay Foods. Sue also operates the Cowgirl Creamery Cheese Shop at the San Francisco Ferry Building.

Amina Harris has owned Moon Shine Trading Company with her husband, Ishai Zeldner for more than 25 years. Starting with varietal honeys, the product line has expanded to include nut butters, honey fruit spreads, honey in the straw and nut sweeties. A few years ago, they acquired Island of the Moon (also a honey company) and Cowboy Caviar, with its Mediterranean-style appetizer spreads and pasta sauces. All of their products are certified kosher.

Nugget Markets is a family-owned grocery company in the Sacramento area. The stores are known for their broad assortment of high quality foods, excellent service and unique merchandising. Nugget's "tag team" will be comprised of Saj Kahn, the grocery division manager, and merchandisers Brandon Jackson and Jeremy Owens.

Tim Sullivan is with Mad Will's Food Company in Auburn. He will share his insights about how specialty food marketers can work with manufacturing companies, such as Mad Will's. Tim will describe how a company with an in-house formulator can guide the product development process and manufacture products for a specialty food company.

Joan Wade founded Sylvan Border Farm in 1995, to provide consumers with tasty gluten-free products. By blending several different grains, Joan has created gluten-free baking mixes from alternative grains that are filled with nutrients and balanced to provide a wonderful taste. Her products include cake mixes, bread mixes and a pancake and waffle mix.

Agenda topics

- Marketing principles: pricing, distribution, segmentation, positioning and promotion
- Review of information sources
- Microbiology and safety regulations for food producers
- Market research
- Package design and labeling
- Quality control and essentials of sanitation
- Getting your product on the shelf: working with brokers and distributors
- What are co-packers and what can they do for you?
- Pricing fundamentals
- Developing and executing a successful business plan

General information

Dates and times

May 20 & 21, 2006

Saturday, 9 a.m.-6 p.m., and Sunday, 9 a.m.-4:30 p.m.

Location and fee

Da Vinci Building, 1632 Da Vinci Ct., Davis

The course fee includes a course text, an extensive manual, a Saturday afternoon social and two lunches.

Enroll in **section 054FST300** — \$510.

Accommodations

A list of Davis hotels and airport transportation information will be sent to you on your enrollment confirmation form.

Your product

Please bring samples of your products/packaging to the afternoon social for evaluation.

If your plans change

Refunds, less a \$30 processing fee, will be granted if requested at least one week prior to the course. At that time, you can also discuss transferring your enrollment to another program or sending a substitute. For courses with five or more meetings, requests for refunds can be made by the second course meeting.

Tax deductibility of education expenses

Expenses of education — including registration fees, travel, meals and lodging — may be deductible if they maintain or improve professional skills or meet the express requirement of an individual's employer.

The University of California does not discriminate in any of its policies, procedures or practices. The university is an affirmative action/equal opportunity employer.

Not printed at state expense. UC Davis Extension is a self-supporting, nonprofit organization supported by course fees, grants and contracts.

"Getting Started in the Specialty Foods Business provided me with exactly what was needed to get my business started. The information was presented in a thorough and concise manner and allowed me to look at several different aspects of the specialty food trade which I hadn't considered before. The part which I found most useful was the presentations by already established, successful specialty food businesses."

Soreya David, Narsai's Specialty Foods, Pinole, CA

"If you have any interest in starting a food business, you must take this workshop. The instructors provide invaluable, detailed information about everything you'd need to know to launch a successful food business. There is an amazing line-up of guest speakers who provide relevant examples of the lecture materials, as well as inspirational motivation to get out there and start a business."

Sonja Yates, Marketing Consultant

"Getting Started in the Specialty Foods Business exceeded my high expectations for an empowering exchange of information, ideas and resources to knowledgeably take my food products from kitchen to market. The personable instructors' facilitated interactive discussions on a variety of levels, appropriate to both the novice and "seasoned" food entrepreneurs in class. Our impressive speakers were engaging and imparted a wealth of invaluable information from their own business experiences."

Carol Light, Light Ideas, Salinas, CA

"It ranks near the top — in value — of any weekend workshop I have ever attended. The resource materials alone are worth the fee — they have saved me countless hours of legwork. I was a bit wary of enrolling, because I didn't have a specific product in mind. However, I came away with a very clear and realistic picture of what would work for me — thanks to the very practical advice of the instructors and panelists — and I am now test-marketing my product."

Lee Klein, Vineyard Cooking, Yountville, CA

NEW THIS YEAR!

Discuss a Harvard Business School case study of a specialty food company. The case study will be mailed to you approximately 2 weeks before the class starts so that you have an opportunity to read the case.

