

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

Getting Started in the Specialty Food Business

Davis May 19 & 20, 2007



A workshop from

UCDAVIS

**Department of
Food Science and
Technology**



**UCDAVIS
EXTENSION**

PROFESSIONAL AND CONTINUING EDUCATION

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, email extension@ucdavis.edu or visit our Web site www.extension.ucdavis.edu/agriculture. 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.

"My wife and I have a winery in Sonoma County and are interested in producing specialty foods to sell in our winery tasting room. The course was perfect for what we want to do and it was generally excellent in every respect. I highly recommend (this course) to people interested in the specialty food business."

Charlie Meeker, The Meeker Vineyard, Geyserville, 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

"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

"Getting Started in the Specialty Foods Business was a phenomenal experience. From the successes to the trials and tribulations, the practical advice was amazing. With knowledge gained from the presentations, one can leave the two-day course and literally start the process of getting a product to the marketplace."

Laura Garcia, UC Davis, Davis, CA



Guest speakers and panelists

Terry Brown founded Wing-Time in 1994 to market the authentic Buffalo-style wing sauces that he developed from growing up in upstate New York, the birthplace of Buffalo wings. Before Wing-Time, Brown spent seven years in the savings and loan industry as a financial analyst. His passion for his product finally led him to quit his secure day job for the life of an entrepreneur. He has not regretted it since. Wing-Time sauces are distributed nationally and internationally to the retail, foodservice and gift industries and through the military commissary system. Brown recently relocated the corporate headquarters to the beautiful mountain town of Steamboat Springs, Colorado where he enjoys teaching his two-year-old daughter how to ski.

Nugget Markets is a family-owned regional chain that has established a strong reputation with its shoppers in several Northern California communities for its high-quality staple groceries, fine meats and seafood, artisan breads and desserts, chef-prepared dishes and broad assortment of specialty cheeses and wines. Wendy Johnson and Saj Kahn are the specialty products buyer and director of grocery operations, respectively, for the chain. They will share their insights about how to make a successful sales presentation and maximize the effectiveness of product packaging and promotional activities.

Rey Ortega founded Sacramento-based Sun Flour Baking Company ten years ago. It is now one of the largest manufacturers of vegan cookies in the country. Sun Flour's cookies are marketed nationwide at natural foods stores, and they are also served on Continental and American Airlines. Ortega is currently perfecting wheat-free and gluten-free vegan snacks. He will describe his path of successful risk taking, which started when he decided to work at a natural food co-op to learn how to bake vegan cookies.

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.

Sylverleaf Olive Oil, operated by husband and wife team, Gene Sexton and Beth Sylver, is located in the Sierra Foothill town of Loma Rica, California. Since establishing the farm in 2001, the focus at Sylverleaf has been to produce an internationally recognized, premium quality extra virgin olive oil that portrays the character and complexity of this terroir.

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Agenda topics

- Marketing principles: pricing, distribution, product differentiation, 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 19 & 20, 2007

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 064FST300** — \$540.

Your product

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

If your plans change

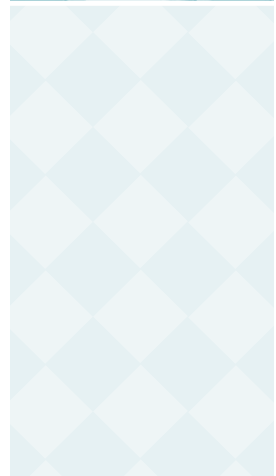
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IN PERSON at our Registration Office, 8:30 a.m.-4:30 p.m., 1333 Research Park Drive, Davis. **ONLINE** at www.extension.ucdavis.edu.

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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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