

# Starting a **SUCCESSFUL** Specialty Food Business

A one-day intensive workshop in Novato  
February 9, 2015

## 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. Lunch and snacks are included.

### 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

### Registration requested

Workshop fee: \$20.00 online by February 2  
or \$35.00 at the door

Register online: <http://ucanr.edu/spfoodsmarin>

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.

## Workshop Time & Place

**Place:** Hamilton Community Center  
503 B South Palm Drive  
Novato, CA 94949

**Date:** Monday February 9, 2015

**Time:** 8:30 a.m. - 4:30 p.m.

**Download workshop agenda:**  
[ucanr.edu/spfoodsmarinagenda](http://ucanr.edu/spfoodsmarinagenda)

**For more information, contact:**  
Shermain Hardesty, 530-752-0467  
[shermain@primal.ucdavis.edu](mailto:shermain@primal.ucdavis.edu)

This project is funded by the California Department of Food and Agriculture's Specialty Crop Block Grant Program

**University of California**  
Agriculture and Natural Resources

**UC**  
**CE**



# Starting a SUCCESSFUL Specialty Food Business

A one-day intensive workshop in Oakland  
February 13, 2015

## 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

### Registration requested

Workshop fee: \$20.00 online by February 10  
or \$35.00 at the door. Fee includes lunch and snacks.  
Vegetarian options available.

Register online: <http://ucanr.edu/spfoodsoak>

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.

## Workshop Time & Place

**Place:** Alameda Co. Public Health Dept.  
1000 Broadway, Room 5000A  
Oakland, CA 94607

**Date:** Friday, February 13, 2015

**Time:** 8:30 a.m. - 4:30 p.m.

### Download workshop agenda

For more information, contact:  
Shermain Hardesty, 530-752-0467  
[shermain@primal.ucdavis.edu](mailto:shermain@primal.ucdavis.edu)

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