



# University of California Agriculture and Natural Resources

## Starting a SUCCESSFUL Specialty Food Business

Friday, February 13, 2015

8:30 a.m. – 4:30 p.m.

Alameda County Public Health Dept.

1000 Broadway, Room 5000A (fifth floor), Oakland, CA 94607

### Agenda

8:30 - 8:45	Overview & Introductions
8:45 - 10:15	Staying Safe and Legal: Food Safety & Regulations <i>Linda Harris, UCCE Specialist in Food Safety &amp; Microbiology</i>
10:15 - 10:30	Break
10:30 - 11:30	Marketing 101 for Specialty Foods <i>Shermain Hardesty, UC Small Farm Program Extension Economist</i>
11:30 - noon	Getting Your Product on the Shelf <i>Tim Sullivan, Sage Food Group</i>
Noon - 12:45	Lunch & Networking
12:45 - 1:15	Processing & Packaging Options <i>Shermain Hardesty and Tim Sullivan</i>
1:15 - 2:15	Money Matters/Pricing for profit <i>Tim Sullivan, Sage Food Group</i>
2:15 - 2:45	Financing Options <i>Shermain Hardesty</i>
2:45 - 3:00	Break
3:00 - 4:15	Specialty Food Producers Panel <i>June Taylor, June Taylor Jams and Dafna Kory, INNA Jam, INNA Pickle</i>
4:15 - 4:30	Wrap-up
4:30	Adjourn

This project is funded by the California Department of Food and Agriculture's Specialty Crop Block Grant Program. Sponsored by the UC Small Farm Program and UCCE Alameda County.

