

DO YOU...

- Make a specialty food item that friends and family often request?
- Have additional produce from your garden that could be made into a value-added food product?
- Envision marketing your family recipes?
- Desire to generate more household income?
- Dream of owning a food business?

The Food for Profit workshop is a 6 1/2 hour overview of how to start and successfully operate a small food product business. Conducting a feasibility study to see if yours is a good business idea, performing marketing research, and drafting a business plan are a few of the concrete tools offered in this class. In addition, a DHMH sanitarian will explain in detail, what is needed to comply with the regulations to create safe, legal food products in Maryland. By attending this class, you can learn how to evaluate the opportunities on paper before you look for funding or take action, saving money and time.

DIRECTIONS:

**Prince George's County
Soil Conservation District Office**
5301 Marlboro Race Track Road
Upper Marlboro MD 20772

From Baltimore, Maryland:

Travel South on I-95S toward Washington, Merge onto I-695E toward Glen Burnie/Annapolis, Merge onto MD-3-S, Continue onto US-301S, Turn Right onto Marlboro Pike, Left onto Race Track Rd.

From Washington, D.C.: Take I-295S, Merge onto MD-337E/Suitland Parkway, Turn Right onto MD-4S/Pennsylvania Ave, Take exit toward Upper Marlboro/Show Place Arena, Continue to Race Track Rd.

Meeting Room is located in the basement of the Soil Conservation Building (*proceed to left side of bldg*). ***If using GPS do not type address. Enter "Prince George's Soil Conservation District."***

ACKNOWLEDGMENT:

Food for Profit is a branded program of Penn State Extension. Material included in this course is based upon work supported by USDA's Risk Management Agency, Co-operative Partnership Agreements, Entrepreneurial Farm Management Strategies for Women Farmers and New and Beginning Producers.

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December 4, 2018

9:00 AM - 4:00 PM

\$55.00 per person

(includes materials and lunch)

**UNIVERSITY OF MARYLAND EXTENSION
PRINCE GEORGE'S COUNTY**

6707 Groveton Drive
Clinton, MD 20735

TO REGISTER, GO TO:

pgcfood4profit.eventbrite.com

extension.umd.edu

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MARYLAND
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FOOD for PROFIT

workshop takes you step by step through the information necessary to start and run a small food product business. Although appropriate for any food business owners who want to develop their venture proactively, the workshop is especially directed to individuals who will be making and packing their products for resale (through grocery stores, open-air markets, or restaurants).

Food for Profit is a very practical session, providing information that you will be able to use immediately to ensure that your business starts out and grows in a way that matches your vision and goals.

REGISTRATION:

Pre-payment and registration required

pgcfood4profit.eventbrite.com

Registration deadline: November 19 or when the class is filled. Individuals must be at least 18yrs of age in order to participate in the workshop. Contact the office to pay by check.

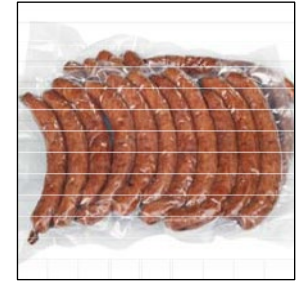
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AGENDA TOPICS:

Guiding food entrepreneurs through the initial steps to start a **business, this class combines educational presentations**, guest speakers and a highly interactive learning environment to address:

- **Welcome & Introductions**
- **Rewards and Challenges of Food Business**
The challenges and advantages of owning a food related business.
- **Legally Speaking**
Learn the role that DHMH will have in your venture—a chance to talk about licensure and the inspection process.
- **Safe Food Handling**
How extra attention paid at a few specific points in your operation will save time for you, and improve the quality of your product.
- **Developing a Game Plan**
A business idea must be doable, marketable, and profitable. Your business plan will provide a forecast about the feasibility of your venture.
- **Start-up Support**
Business resources
- **Niche Marketing (Finding a Niche)**
Learn to accurately target your first and best customer; using the four P's of price, product, placement, and promotion.
- **Packaging your Product**
How to package, selecting functional containers that are pleasing to the consumer eye. Food labeling requirements are also covered.
- **Pricing your Product**
A discussion of good pricing formulas and strategies—and a chance to practice using the tools that ensure the price that you arrive at is right!
- **Share Your Next Steps! & General Questions (a short participant survey)**