COOPERATIVE EXTENSION SERVICE
UNIVERSITY OF ALASKA FAIRBANKS

Introduction to Specialty Food Business

Join Quentin Fong, Seafood Marketing Specialist, and Kate Idzorek, Extension Food Technician, for a workshop on the specialty food business.

April 21, 2012
9 a.m. to 12:30 p.m.
Tanana District Office
(videoconferencing to Anchorage, Delta & Sitka)
Cost: $30

What are "specialty foods?"

Specialty foods are foods that are manufactured in low volume from high-quality ingredients to produce a uniquely marketable product commanding a high price. These may include products such as jams and jellies produced from Alaska berries, hand-made chocolates or baked goods. What is your food business idea? It may fit in this specialty food market too!

What will I learn in this workshop?

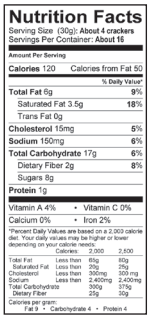
Food businesses and marketing are complicated subjects. During this workshop you'll learn about:

- marketing
- promoting and pricing your products
- developing a saleable product
- ways to enter the market (from farmers markets to wholesaling products to supermarkets)

What about regulations?

Depending on the scale and risk of your food business, you may be subject to certain regulations. Find out about:

- creating nutrition fact panels
- formatting your food label
- making sure your facility meets health and safety guidelines
- producing a safe product



Nutrition Facts
Serving Size (30g): About 4 crackers
Servings Per Container: About 16

Amount Per Serving	
Calories 120	Calories from Fat 50
	% Daily Value*
Total Fat 6g	9%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 150mg	6%
Total Carbohydrate 17g	6%
Dietary Fiber 2g	8%
Sugars 8g	
Protein 1g	
Vitamin A 4% • Vitamin C 0%	
Calcium 0% • Iron 2%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Saturated Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300 mg
Sodium	Less than		2,400mg	2,400mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Quentin and Kate will give you ideas and provide guidance on entering the specialty food market. You'll learn:

- what you need to know to start your business
- how to objectively evaluate your food business idea
- how your personal strengths and weaknesses will contribute to the success of your business
- what you'll need to apply for a loan to start or expand your food business

All participants:

- join in discussions about individual business ideas
- take home a business plan template
- receive an array of other informational resources

Register online at http://bit.ly/foodsworkshop or call the Tanana District office at 474-2420 or 474-2450.

Class will be held at the Tanana District office, 724 27th Avenue, Suites 1 and 2. Cost $30.

Videoconferencing locations & contacts:

- Anchorage District Office, 1675 C Street, Suite 100, 907-786-6300
- Delta Resource Center, Christy Roden, 907-895-4215
- Sitka Campus Building, Room 106, Bob Gorman, 907-747-9413

www.uaf.edu/ces or 1-877-520-5211

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