



# Starting & Operating a Specialty Food Business in Alaska



Join Quentin Fong, Seafood Marketing Specialist, and Brennan Smith, Seafood Scientist, Kodiak Seafood and Marine Science Center, and Kate Idzorek, UAF Cooperative Extension Service, for a 4-session course on the specialty food business.

## 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, handmade chocolates or baked goods.



## What will I learn in this workshop?

This course will show you how to develop and manage a successful specialty food business from inception to operation. You'll learn about:

- business planning and marketing
- financing and accounting
- permitting and feasibility assessment
- promoting and pricing your products
- ways to enter the market, such as farmers markets, food trucks, wholesaling, and supermarkets

## All participants:

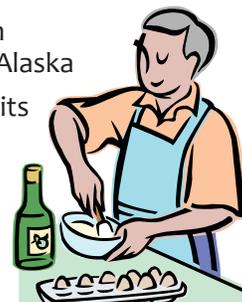
- join in discussions about individual business ideas
- take home a business plan template
- receive an array of other informational resources

**Feb. 15, Feb. 22, Mar. 1 & Mar. 8,**  
**10 a.m. to 1 p.m.**  
**At various locations in Alaska**  
**Cost: \$40**  
**(preregistration recommended)**

## This course is intended for

- individuals interested in starting and operating a specialty food business to sell foods direct to consumers under the DEC Cottage Foods Exemption or a temporary DEC permit
- DEC-permitted food production businesses to sell wholesale in Alaska
- DEC-permitted Mobile Food Units (food trucks)

It is NOT intended for individuals starting or operating a restaurant or starting an interstate or international wholesale food business.



**Register online at <http://bit.ly/ces-workshops>**  
**or call Kate Idzorek at 474-5391.**

**[www.uaf.edu/ces](http://www.uaf.edu/ces) or 1-877-520-5211**

## Videoconferencing locations:

- Anchorage: Anchorage District Office
- Fairbanks, Kate Idzorek, Tanana District Office
- Kodiak: Brennan Smith & Quentin Fong, Kodiak Seafood & Marine Science Center, Room 219
- Juneau: UAS Juneau, Room 115
- Mat-Su: Matu-Su College, FSM 201
- Petersburg: Assembly Chambers
- Soldotna: Kenai Peninsula College, Room 158

## 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

Nutrition Facts		
Serving Size (30g): About 4 crackers		
Servings Per Container: About 16		
Amount Per Serving	% Daily Value*	
Calories 120	Calories from Fat 50	
% Daily Value*		
Total Fat 6g	9%	
Saturated Fat 3.5g	18%	
Trans Fat 0g		
Cholesterol 15mg	6%	
Sodium 150mg	6%	
Total Carbohydrate 17g	6%	
Dietary Fiber 2g	6%	
Sugars 8g		
<b>Protein 1g</b>		
Vitamin A 4%	Vitamin C 0%	
Calcium 0%	Iron 2%	
*Percent Daily Values are based on a diet of 2,000 calories per day. 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	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	Less than 300g	375g
Dietary Fiber	25g	30g
Calories per gram:		
Fat 9 • Carbohydrate 4 • Protein 4		

