HOW TO START A FOOD BUSINESS IN FLORIDA

NOW AT 2 DIFFERENT LOCATIONS!

GAINESVILLE
May 13, 2016
8:30 am to 4:00 pm
Straughn
IFAS Extension Professional Development Center
2142 Shealy Drive
Gainesville, FL 32611
Registration Fee: $125.00
($100 if registered by April 30)
Register online here
http://tinyurl.com/
FoodBusinessGNV

IMMOKALEE
May 27, 2016
8:30 am to 4:00 pm
Southwest Florida Research and Education Center
2685 State Road 29 North
Immokalee, FL 34142
Registration Fee: $125.00
($100 if registered by April 30)
Register online here
http://tinyurl.com/
FoodBusinessImmokalee

For the past decade, the food business in America has been changing, as more and more people have started their own small-scale food production companies to sell to farmers markets, restaurants and other local businesses. Since the passage of the Cottage Food Law in Florida, the number of small food businesses has been on a steep increase.

But to run a successful business in a competitive food market, you’ll need a good business plan and basic understanding about food processing, packaging, marketing and regulatory requirements. UF/IFAS Extension’s Food Entrepreneurship program can help get you started on your journey to success.

How to Start a Food Business in Florida is a one-day workshop that provides you with general information on food safety and quality, basic food science, business planning, and federal and state regulatory requirements for food business.

Limited to 45 registered participants at each location due to room capacity.

For more information, contact
Soo Ahn, Assistant Professor
UF/IFAS, Food Science & Human Nutrition Department
PO Box 110370, Gainesville, FL 32611-0370
sohn82@ufl.edu • 352.294.3909 • Fax: 352.392.9467
How to Start
A FOOD BUSINESS IN FLORIDA
Introduction to Food Entrepreneurship

TENTATIVE AGENDA

8:30 a.m.  Registration
9:00 a.m.  Welcome and Introduction (Soo Ahn)
9:10 a.m.  What Does it Take to be a Food Entrepreneur?
Overview of Starting a Food Business in Florida (Soo Ahn)
9:30 a.m.  Planning Your Business: Marketing, Financing and Other
Considerations (Lisa House)
9:55 a.m.  Product Development: Formulation, Packaging
(Fenée Goodrich-Schneider)
10:20 a.m. Break
10:35 a.m. Sensory Testing of New Food Products (Charlie Sims)
11:00 a.m. Understanding Food Science (George Baker)
11:25 a.m. Quality and Safety Issues (Keith Schneider)
11:50 a.m. Catered lunch and networking
1:00 p.m.  Federal Regulations for Food Processors (Stewart Watson, FDA)
1:30 p.m.  Florida Regulations for Food Processors (FDACS)
2:00 p.m.  Florida Regulations for Food Service Business (Lisa Lambert,
Department of Business and Professional Regulation)
2:30 p.m.  Cottage Food Law in Florida (Amy Simonne)
3:00 p.m.  Break
3:30 p.m.  Learning from Experiences: Sharing Experience of
Local Food Entrepreneurs
4:15 p.m.  Question and Answer Session, Evaluation
4:30 p.m.  Adjourn

Agenda subject to change