



Local Food Business Seminars Planned this Fall

Release Date: October 2, 2013

Contact: Ashley Andre, 608-224-5002

Jim Dick, Communications Director, 608-224-5020

MADISON – Local Food Business Seminars are coming to a town or a computer near you. The Department of Agriculture, Trade and Consumer Protection (DATCP) and the University of Wisconsin-Extension will present monthly educational seminars through May.

The November seminars will be held on November 5-8 and will feature DATCP's Carl Rainey, who will take your business idea from inception to product launch. Learn about practical strategies for testing a business idea in the marketplace, hear examples of other local food business start-ups, and gain knowledge in the principles of lean business strategies.

December's seminars, planned for December 3-6, will help local food businesses understand the legalities of running a business. Rachel Armstrong of Farm Commons and Courtney Berner from the UW Center for Cooperatives will address the legal issues involved with starting and running your own food or farm business. Topics will range from the pros and cons of different business types to insurance needs and employment law. The seminar will be interactive and attendees will walk away with new skills and a deeper understanding of their business.

All Tuesday seminars will take place in Ashland and begin at 8:15 a.m. Wednesday seminars will be hosted in Black River Falls and begin at 8:45 a.m. Thursday seminars will be held in Green Bay and begin at 8:15 a.m. Friday seminars will begin at 8:15 a.m. and be offered at DATCP in Madison or via webinar.

Additional seminar details will continue to be announced. February seminars will discuss food safety requirements and available resources. Marketing 201 will be presented in March and cover packaging/labeling, social marketing, e-commerce, and web presence. A panel of buyers from restaurants, food service directors and grocery stores will present in April. May seminars will cover what is needed to sell through a distributor.

The registration fee for the November seminar is \$10 and \$5 for additional business representatives when registered together. December seminars are \$15 and \$10 for additional business representatives when registered together.

To register or to learn more about all the upcoming workshops, visit http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops. For questions, call DATCP's Callie LaPoint at 608-224-5112 or callie.lapoint@wisconsin.gov.

###