



Edible Startup Summit offers comprehensive information about how to develop a local food business

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Media Contacts: Rick Hummell, 608-224-5041 richard.hummell@wi.gov or Bill Cosh, Communications Director, 608-224-5020 William2.Cosh@wi.gov

MADISON – If you’re ready to turn your food business dream into a reality, attend the Edible Startup Summit August 24-26, 2016 in Madison. Co-hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection’s Ag and Food Center and Dane County UW-Extension, this three-day summit offers a comprehensive and interactive education on what it takes to develop a local food business.

Local and regional experts will provide information on the following topics: how raise money to start or grow a food business; how to create a uniquely defensible brand; current market trends; food safety requirements; how to get a product onto the grocery shelf; how to do a demo; how to work with a distributor; business concept planning, and more. Attendees will also have the opportunity to meet one-on-one with industry veterans, network with other entrepreneurs, and attend a field trip to food business incubators.

View the Edible Startup Summit agenda by going to the DATCP website:

<https://datcp.wi.gov/Pages/Edible%20Startup%20Summit%20and%20Edible%20Extended%20Workshop.aspx>

The fee for the first day is \$75. Register for all three days at the early bird discounted price of \$135 before July 15, or \$150 regular price. Registration closes August 19, 2016. Morning snack/coffee and lunch is included in the price, as is the tour.

Register at: <https://www.eventbrite.com/e/edible-startup-summit-2016-tickets-25417298825>

Partial scholarships are available for a limited number of participants. To request a scholarship, contact Sharon Lezberg: lezberg.sharon@countyofdane.com

For more information, contact DATCP’s Kietra Olson at 608-224-5112 or kietra.olson@wisconsin.gov

What: Edible Startup Summit

When: August 24 8:00 a.m.-6:00 p.m.; August 25-26, 8:00 a.m. to 4 p.m.

Where: Goodman Community Center, 149 Waubesa Street, Madison, WI.

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