

FROM RECIPE TO MARKET REGISTRATION FORM

Name: _____

Address: _____

Phone: _____

Email: _____

Stage of Business:

- Thinking/planning stage-testing recipes, exploring markets
- Pre-start up phase-licensing, some sample production
- Start up- sales have occurred, in business under one year

Briefly describe the food product you intend to produce and sell:

Check all that apply:

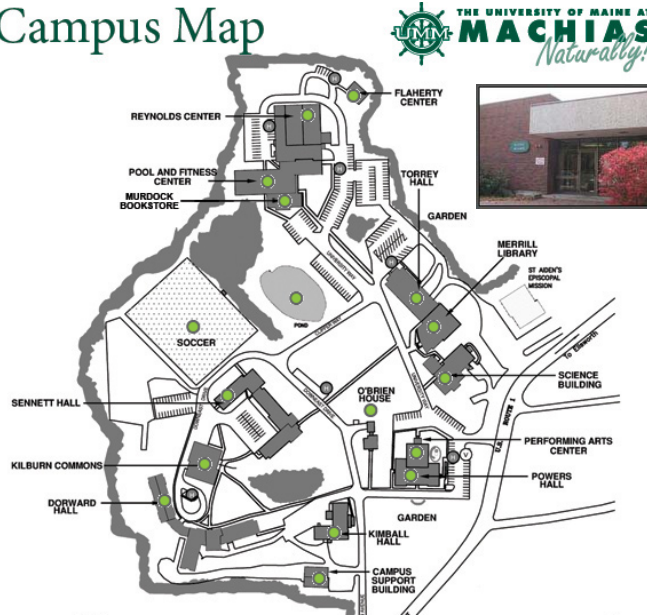
- Bakery Item
- Fresh food item
- Canned, shelf stable item
- Frozen food item
- Other, please explain _____

Please return to UMaine Extension, 28 Center Street, Machias, ME 04654 by **Thursday, October 15th.**

Directions:

The University of Maine at Machias is located on Route 1 in Machias. All workshops will be held in Room 102 in the Science Building.

Campus Map



In complying with the letter and spirit of applicable laws and pursuing its own goals of diversity, the University System shall not discriminate on the grounds of race, color, religion, sex, sexual orientation, including transgender status or gender expression, national origin, citizenship status, age, disability, or veteran's status in employment, education, and all other areas of the University System. The University provides reasonable accommodations to qualified individuals with disabilities upon request.

Questions and complaints about discrimination in any area of the University should be directed to the Executive Director of Equal Opportunity, The University of Maine, Room 101, 5754 North Stevens Hall, Orono, ME 04469-5754, telephone (207) 581-1226 (voice and TDD).

Any person with a disability who needs accommodations for this program should contact Jen Lobley to discuss their needs at least 7 days in advance.

If you are a person with a disability and will need any accommodations to participate in this program, please call Jen Lobley at 1-800-287-1542 to discuss your needs. Please contact us at least 7 days prior to this event to assure fullest possible attention to your needs.

From Recipe to Market

Ca\$hing in on Value Added Opportunities



A workshop series for
developing and taking your
specialty food product to
market.

Beginning October 29, 2009
**University of Maine at
Machias**



Your friends and family rave about your homemade chowder, blueberry jam, ice cream, fudge, or other special food product. They say you should sell it and make a fortune. You wonder if they're right, and if you have the drive and personality to run a business.

The *From Recipe to Market: Ca\$hing in on Value-Added Opportunities* workshop series will provide an overview of what is involved in taking a specialty food product to market.

Participants will learn about licensing, how to prepare and package their food product safely, to access potential profits, and discover some of the resources available to support them in business development.

Participants must have a specific food product or recipe in mind and are expected to attend all sessions. *This program is for individuals currently operating a value-added business or those **seriously** considering one.* Light snacks and refreshments will be provided. A completed application form must be returned to the Washington County Cooperative Extension office by **Thursday, October 15th** to reserve a place. This program is available free of charge thanks to the generous support of the **Maine Coast Heritage Trust**.

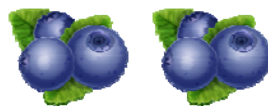
Key Presenters:

Dr. Louis V. Bassano, Extension Educator & Professor, UMaine Extension

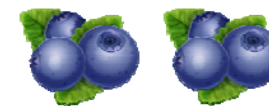
Dr. Beth Calder, Extension Food Science Specialist, Assistant Prof., Dept. of Food Science & Human Nutrition, Univ. of Maine

Dr. James C. McConnon, Extension Economics Specialist, Professor, School of Economics, University of Maine

From Recipe to Market



Agenda



Thursday, October 29, 2009

6:00 – 8:00 PM

Are You an Entrepreneur and What is Involved?

Beth and Louis will explore issues involved in being a food entrepreneur in this session.

Thursday, November 5, 2009

6:00 – 9:00 PM

Developing Your Product and Process

Beth will review regulatory agencies, grading, packaging and labeling. Food safety and sanitation are critical factors in starting a successful food product business.

Thursday, November 12, 2009

6:00 – 9:00 PM

Business Realities

Jim and Louis will give an overview of market research, business structure, insurance, pricing, promotion and sales options.

Thursday, November 19, 2009

6:00 – 9:00 PM

Resource Panel

Louis will organize a panel discussion representing an insurance agency, banker, attorney and food business entrepreneur that can give advice and answer questions.

Thursday, December 3, 2009

Individual Business Counseling

Participants can make an appointment with Beth, Jim and Louis to get input on their written business plan, help with questions and advice about next steps.

Pilot Plant Tours will be arranged and are optional. Participants will meet Pilot Plant director Connie Young Johnson at the University of Maine Department of Food Science and Human Nutrition. They will see the equipment and resources available to assist with food product development research.

