

**AN INTRODUCTION TO STARTING A
SPECIALTY FOOD BUSINESS IN INDIANA**

Registration Form

Name _____

Address _____

Phone _____

Email _____

FAX _____

Registration Fee \$100 (Deadline 4/09)

Enclosed is registration fee in US dollars.
_____ Registrations @ \$100 = \$_____

Please make check/money order payable to
Purdue University.

Mail to: Marsha Pritchard
Dept. of Agricultural Economics
Purdue University
403 W State Street
West Lafayette, IN 47907-2056

Please mark one type of specialty food and
one process that interests you.

- | <u>Food Product</u> | <u>Food Process</u> |
|-------------------------------------|---|
| <input type="checkbox"/> Meat | <input type="checkbox"/> Fresh/No process |
| <input type="checkbox"/> Dairy | <input type="checkbox"/> Frozen |
| <input type="checkbox"/> Grains | <input type="checkbox"/> Canned |
| <input type="checkbox"/> Fruits | <input type="checkbox"/> Dried |
| <input type="checkbox"/> Vegetables | <input type="checkbox"/> Fermented |

*If you require auxiliary aids/services due to
a disability contact us at (765) 494-0889.*

General Information

Registration

The registration fee for the workshop *An Introduction to Starting a Specialty Food Business in Indiana* is \$100 per registrant. This includes a three-ring binder of information, lunch, and refreshments in the morning and afternoon. Please return the registration form as soon as possible (deadline no later than April 9, 2009.)

Refund Policy

Pre-registrations may be canceled and the pre-paid fee refunded at no cost to the registrant provided notification is received in writing or by telephone (followed by written notification) on or before April 9th, 2009. A substitute from the original registrant's institution or company may attend the seminar. Purdue University is not responsible for costs incurred due to cancellation.

Driving Directions

From I-65S/I-70W, take the Michigan/Ohio/Fletcher ramp to Ohio St. exit to East St or take the Michigan/Ohio/Fletcher ramp to Fletcher Ave. Exit to College Ave. From I-65N/I-70E, take Market St. exit to East St.

PURDUE AGRICULTURE

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**AN INTRODUCTION
TO STARTING
A SPECIALTY FOOD
BUSINESS IN INDIANA**

Thursday, April 16, 2009

**Indiana Farm Bureau, Inc
225 S. East Street
Indianapolis, Indiana**

Sponsored by:

**Purdue University's
Dept. of Agricultural Economics
Dept. of Food Science**

**Southeastern Indiana
Small Business Development Center**

Indiana State Department of Health

About the Workshop

Developing and selling specialty ingredients and foods is one alternative for homemakers and farmers to add value to Indiana commodities. This workshop was developed to serve as a comprehensive overview of the issues associated with starting a specialty food business in Indiana.

The overall purpose of this workshop is to provide knowledge, contacts, and resources about starting a new food business in Indiana through formal lectures and question and answer sessions with speakers and entrepreneurs, as well as written materials with information and resources.

Who Should Attend

This workshop was developed for people interested in developing a specialty food or food ingredient business. Participants may be small farmers interested in vertically integrating, homemakers, and current/former entrepreneurs who need a comprehensive overview of the topics to be covered when starting a new food business in Indiana.

For interested individuals, participation in this workshop will allow an easier start-up at Ohio River Valley Food Venture, the shared-use commercial kitchen facility at the Small Business Development Center in Madison, Indiana.

Program Schedule

8:00 a.m.Registration
8:30 a.m.Introduction
8:45 a.m. Food Safety
9:30 a.m. Business Planning
10:00 a.m. Break
10:15 a.m. Entrepreneur
11:15 a.m. Organic Products
11:45 a.m. Lunch
1:00 p.m. Food Regulations
1:45 p.m. Marketing
2:30 p.m. Break
2:45 p.m. Product Development
3:15 p.m. Process Development
3:45 p.m. Packaging
4:30 p.m. Closing Comments

Program Participants

**Dr. Kevin Keener, Dr. Maria Marshall,
Dr. Steve Smith**

Purdue University
West Lafayette, Indiana

Sharon Farrell

Indiana State Department of Health
Indianapolis, Indiana

Linda Wood

Southeastern Indiana SBDC
Madison, Indiana

Annie Schmelzer

Indiana State Department of Agriculture
Indianapolis, IN

For Additional Information

About registration, contact:

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About program content, contact:

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OR

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Purdue Extension

Knowledge to Go

1-888-EXT-INFO