

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

**Registration Form**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

FAX \_\_\_\_\_

**Registration Fee \$75** (Deadline 4/17)

Enclosed is registration fee in US dollars.  
 \_\_\_\_\_ Registrations @ \$75 = \$\_\_\_\_\_

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 \$75 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 17, 2008.)

**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 17, 2008. 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 24, 2008**

**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. .... Marketing  
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. .... Food Safety  
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. Lisa Mauer**

Purdue University  
West Lafayette, Indiana

**Shirley Vargas**

Indiana State Department of Health  
Indianapolis, Indiana

**Linda Wood**

Southeastern Indiana SBDC  
Madison, Indiana

**Sarah Yeager**

Indiana State Department of Agriculture  
Indianapolis, Indiana

## **For Additional Information**

### **About registration, contact:**

Marsha Pritchard  
Dept. of Agricultural Economics  
Purdue University  
West Lafayette, IN  
(765) 494-0889  
Email: mpritcha@purdue.edu

### **About program content, contact:**

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OR

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*Purdue Extension*

**Knowledge to Go**

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