

DO YOU...

- Make a specialty food item that friends and family often request?
- Have additional produce from your garden that could be made into a value-added food product?
- Envision marketing your family recipes?
- Desire to generate more household income?
- Dream of owning a food business?

If so, Food for Profit will help you put all the pieces together for your food business!



"puzzle" by Olga Berrioson flickr.com CC BY 2.0

DIRECTIONS:

Wheaton American Job Center

Westfield South Office Bldg.
11002 Veirs Mill Road, 2nd Floor, Suite 202
Wheaton, MD 20902

DRIVING DIRECTIONS :

FROM I 270 — Follow I-270 S and I-495 E to MD -97 N/Georgia Ave in Silver Spring. Take exit 31A from I-495 E. Continue on MD-97 N/ Georgia Ave to your destination in Wheaton-Glenmont . Merge onto MD-97 N/Georgia Ave. Use the left lane to turn slightly left onto Veirs Mill Rd. Make the first left into the shopping area and make an immediate left toward LA Fitness. Follow the road around and turn right just before the Sears Outlet. The building will be on your right and parking is to the left.

VIA RANDOLPH ROAD — Take Montrose Pkwy to Randolph Rd, turn right on Veirs Mill and right on University Blvd. Turn left on Valley View, just after the Giant Food. Make the next right and turn left just past the Sears Outlet. The building will be on your right and parking is available to the left.

Inclement weather policy: Food For Profit workshop will be canceled if the Montgomery County Public Schools are closed.

ACKNOWLEDGMENT:

Food for Profit is a branded program of Penn State Extension. Material included in this course is based upon work supported by USDA's Risk Management Agency, Co-operative Partnership Agreements, Entrepreneurial Farm Management Strategies for Women Farmers and New and Beginning Producers.



Maryland Entrepreneurship Training Program
for individuals interested in starting
or growing a food business.

May 17, 2018

9:00 AM - 4:00 PM

Reduced registration fee due to sponsored
funds from *WorkSource Montgomery*

\$35.00 per person
(includes materials and lunch)

WHEATON AMERICAN JOB CENTER

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TO REGISTER GO TO:

ffp-may17.eventbrite.com

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This workshop is offered in partnership with



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FOOD for PROFIT

workshop takes you step by step through the information necessary to start and run a small food product business. Although appropriate for any food business owners who want to develop their venture proactively, the workshop is especially directed to individuals who will be making and packing their products for resale (through grocery stores, open-air markets, or restaurants).

Food for Profit is a very practical session, providing information that you will be able to use immediately to ensure that your business starts out and grows in a way that matches your vision and goals.

REGISTRATION:

Pre-payment and registration required

Go to <https://ffp-may17.eventbrite.com>

Registration deadline: Monday, May 7, 2018 or when the class is filled.

For information or require special assistance to participate in this program

CONTACT:

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Whether it's making gourmet jams or jellies, baking bread, and cakes, catering festive events or creating and packaging special dinners for one, food related businesses are becoming increasingly popular as a way to earn a living (or to add to your income). The cook's creative flair, combined with business practicality will succeed even in tough economic times, if the enterprise is given the appropriate research and planning before its launch.

AGENDA TOPICS:

Guiding food entrepreneurs through the initial steps to start a business, this workshop combines educational presentations, guest speakers and a highly interactive learning environment to address:

- **Welcome & Introductions**
- **Getting Started**
A discussion of the challenges and advantages of owning a food related business.
- **Legally Speaking**
Learn the role that DHMH will have in your venture—a chance to talk about licensure and the inspection process.
- **Developing a Game Plan**
A business idea must be doable, marketable, and profitable to provide a reliable forecast about the feasibility of your business.
- **Finding a Niche Market**
The importance of accurately targeting your “first and best customer”; using the four P’s of price, product, placement, and promotion.
- **Introduction to Food Safety for New Food Businesses**
Appropriate food preparation and storage methods lengthen shelf life and lessen liability. The extra attention paid a few specific points in your operation will save time for you and improve product quality.
- **Labeling your Food Product**
Selecting the right packaging—materials, labels, and the information provided—can make or break your products future in the marketplace.
- **Pricing Your Product**
It takes money to make money! A discussion about self-financing, loans, and grants. Also covered is revenue generation through effective pricing.
- **Share Your Next Steps! & General Questions (a short participant survey)**