

For Immediate Release

Date: April 17, 2018

## **WORKSOURCE MONTGOMERY SPONSORS A FOOD FOR PROFIT CLASS ON MAY 17, 2018**

Wheaton, MD – Have you ever been told that your favorite homemade bread, or salsa, is “good enough to sell?” Do you have additional fruit or vegetables from your farm or home garden that you would like to make into a commercial product?

***Food for Profit*** is a one-day workshop designed to help you work through the maze of local and state regulations, food safety issues, and business management concepts that all must be considered in setting up a commercial food business. The course will be held at the **Wheaton American Job Center, Westfield South Office Bldg., 11002 Veirs Mill Road, 2<sup>nd</sup> floor, Suite 202, Wheaton, MD 20902** on Thursday, May 17, 2018 from 9:00 a.m. to 4:00 p.m. This session of Penn State Extension’s popular course has been specifically adapted to Maryland’s food production regulations, food entrepreneurial resources, and marketing opportunities.

### ***HOW CAN FOOD FOR PROFIT HELP ME?***

***Food for Profit*** will take you step-by-step through the entrepreneurial process. It will provide you with the information and skills to assess if your idea will be something that will sell at a profit. Conducting a feasibility study (to see if yours is a good business idea), performing marketing research, and beginning to draft a business plan are a few of the concrete tools taught by certified instructors and business experts. By attending this class, you can learn how to evaluate the opportunities on paper before you look for funding or take action (saving money and time).

### ***REGISTRATION INFORMATION:***

***Food for Profit*** will meet from 9:00 am to 4:00 pm., on Thursday, May 17, 2018 at the Wheaton American Job Center, Westfield South Office Bldg., 11002 Veirs Mill Road, 2nd floor, Suite 202, Wheaton, MD 20902. The tuition cost of \$35\* per person which includes all materials and lunch. \*Reduced registration fee due to sponsored funds from WorkSource Montgomery.

Registration is through the University of Maryland Extension Eventbrite on-line system at [ffp-may17.eventbrite.com](http://ffp-may17.eventbrite.com) or by calling 301-432-2767 ext. 301. For further information about workshop content or require special assistance to participate in this program, please contact Ginger S. Myers, University of Maryland Extension Specialist

at [gsmyers@umd.edu](mailto:gsmyers@umd.edu), 301-432-2767 ext.338. Pre-payment and registration are required for this workshop. Registration deadline is Monday, May 7, 2018.

## **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 s 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 though effective pricing.
- **Share Your Next Steps! & General Questions** (a short participant survey)

**This workshop is offered in partnership with**



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