

Virtual Spring 2023 Workshop Series

Tips for Food and Farm Business Success



Learn tips for running and growing a successful food business from specialists and entrepreneurs! This no-cost series of online trainings is for food entrepreneurs and farm-based food businesses.



The Sweet Taste of Success:
Safe, Value-Added, Maple Products
6:00 - 7:00 PM



Selling at the Farmers Market: Case Study of
Selling Eggs at the local Farmers Market
10:00 - 11:00 AM



Starting a Mobile Food Business: Working with a
Shared-Use Kitchen
1:00 - 2:00 PM



Getting Your Product on Shelves at Your Local
Food Coop
10:00 - 11:00 AM



Getting to Know Your Local Small Business
Development Center (SBDC)
1:00 - 2:00 PM



Navigating Business Resources with the Help of
Your Local Business Incubator
10:00 - 11:00 AM



Local Foods – Safe Foods: Starting a Farm- or
Home-Based Food Business in Wisconsin
10:00 - 11:00 AM



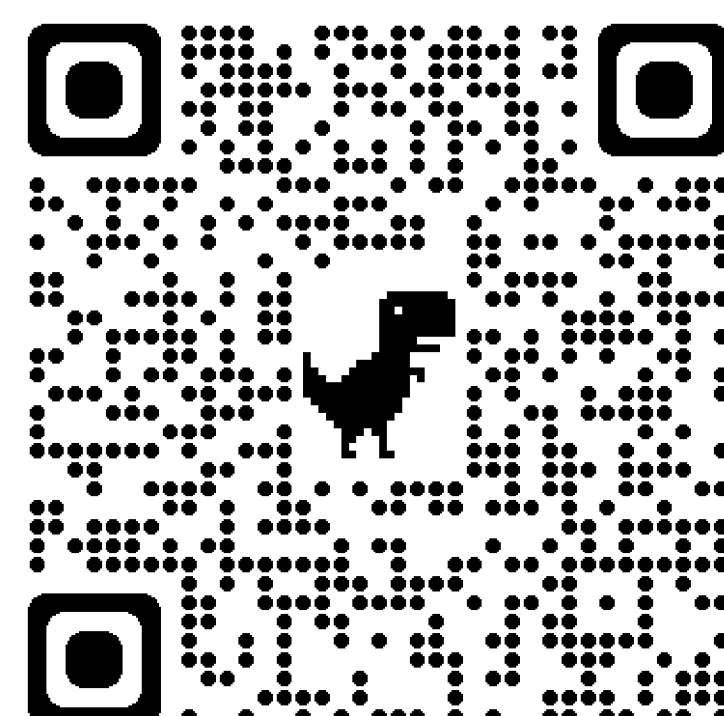
Successfully Find Customers for Your Food
Business: Lessons from a Wisconsin Food
Cooperative
1:00 - 2:00 PM

REGISTER TODAY at
foodsystems.extension.wisc.edu/2023FEED



Extension

UNIVERSITY OF WISCONSIN-MADISON
COMMUNITY FOOD SYSTEMS



Virtual Spring 2023 Workshop Series

Tips for Food and Farm Business Success



The Sweet Taste of Success: Safe, Value-Added, Maple Products

6:00 - 7:00 PM

UW-Madison Professor of Food Science, Barbara Ingham, will provide guidance on food safety planning for food businesses using maple sugar in products such as maple-flavored sauces and dressings, sparkling maple water, and infused maple syrup. This session is facilitated by Extension Specialist Jessica Jane Spayde and introduces Bill Klase from the UW-Madison, Division of Extension Maple Sugar Program.



Selling at the Farmers Market: Case Study of Selling Eggs at the local Farmers Market

10:00 - 11:00 AM

Join Extension Educator Michelle Grimm and the Wisconsin Farmers Market Association to learn about how to become a farmers market vendor. We'll hear from food safety experts about how to navigate the mobile food retail licensing requirements in Wisconsin, using an example of a small-scale chicken farmer selling eggs at their local market.



Starting a Mobile Food Business: Working with a Shared-Use Kitchen

1:00 - 2:00 PM

Join Extension Educator Jess Guffey Calkins and the director of the FEED Kitchen in Madison, Wisconsin, Chris Brockel, to learn how using a shared-use kitchen can help your food business get started. We'll hear from an entrepreneur who started their mobile food business by using the shared-use FEED Kitchen.



Getting Your Product on Shelves at Your Local Food Coop

10:00 - 11:00 AM

Join Extension Educator Lissa Radke and Chequamegon Bay Food Coop's Marketing and Membership Coordinator Sara Beadle to learn about how to sell your food products at your local food retail cooperative. We'll hear from a food business owner who sells at the food coop in Ashland, Wisconsin.



Getting to Know Your Local Small Business Development Center (SBDC)

1:00 - 2:00 PM

Join Extension Educator Patrick Nehring and the Small Business Development Center (SBDC) at UW-Green Bay to learn about how to work with your local SBDC. We will hear from a Wisconsin food entrepreneur to learn about how the SBDC helped their business start up and grow over the years.



Navigating Business Resources with the Help of Your Local Business Incubator

10:00 - 11:00 AM

Join Extension Educator Addison Vang and the Community Manager of Co-Lab Adam Accola to learn about how local business incubators can help your food business navigate business resources. We'll hear from a food business that has used CoLab business incubator to help navigate the business startup process, by helping them identify resources, such as insurance, banking, marketing, financing, business planning, website, storefront, health insurance, licensing, networking, and finding customers.



Local Foods – Safe Foods: Starting a Farm- or Home-Based Food Business in Wisconsin

10:00 - 11:00 AM

Join Extension Specialist Jessica Jane Spayde to learn about food safety for farm- and home-based food businesses in Wisconsin. UW-Madison Professor of Food Science Barbara Ingham will share information on food safety for products made at your farm or home.



Successfully Find Customers for Your Food Business: Lessons from a Wisconsin Food Cooperative

1:00 - 2:00 PM

Register here to join us for an hour co-presented by the Maple Sugar Program and the Community Food Systems Program, Food Entrepreneurship Ecosystems Development Initiative! This session is facilitated by Extension Specialist Jessica Jane Spayde and introduces the University of Wisconsin-Madison, Division of Extension Maple Sugar Program! After a brief overview of the FEED Initiative and the Maple Sugar Program, University of Wisconsin-Madison Professor of Food Science, Barbara Ingham, will detail food safety planning for a value-added food processor, using maple sugar processors as a case study.

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COMMUNITY FOOD SYSTEMS**



Requests for reasonable accommodations for disabilities or limitations should be made prior to the date of the program or activity for which it is needed. Please do so as early as possible prior to the program or activity so that proper arrangements can be made. In certain situations, information related to requests may be shared with staff or units necessary to help coordinate an appropriate accommodation.

Toda solicitud para acomodar de forma razonable una discapacidad o limitación debe ser hecha antes de la fecha del programa o actividad correspondiente. Favor de enviar la solicitud lo más pronto posible antes del programa o actividad para que se puedan hacer los arreglos necesarios. En algunas situaciones, se puede compartir información relacionada con las solicitudes con el personal o los departamentos necesarios para facilitar una acomodación adecuada.

Kev thov pab cuam txog muaj laj thawj rau cov neeg puas cev xws li tes taw los yog ua tsis tau yuav tsum ua qhia ua ntej hnuv yuav muaj kev pab cuam los yog dej num uas xav tau ntawd. Thov kom ua ntov li ntov tau ua ntej qhov kev pab cuam los yog dej num thiab li nrhiav tau qhov kev pab ntawd. Kev thov pab no yuav tsis pub lwm tus neeg paub. Nyob rau qee zaum uas muaj kev sib cuam tshaum nrog rau kev thov yuav tau muab qhia rov cov neeg ua huaj lwm los sis cov neeg uas tsim nyog los pab tswj kev sib tham ntawd.

