Thinking About Commercializing Your Natural Food Products?
Join us for an informative workshop to learn more!

Fundamentals in Commercializing Food Products for Agricultural Producers

This workshop is focused on touring an actual production facility and growing fields, and engaging in an active discussion on the practical processes for commercializing healthy food products. Learn about the elements of refining food products, production, distribution and managing a food business. This workshop will provide you with insights on whether commercial food production fits with your business and personal goals, and how to succeed as a commercial food entrepreneur in Wisconsin.

YOU WILL EXPLORE:
- The commercialization process and challenges encountered with new food products
- Knowing food processes for production
- Defining the market you want to move into
- Pricing food products to support growth in your business (handout)
- Marketing food products
- Distribution chains for food products
- Food safety, good manufacturing practices within production
- Collaboration as a means of growth: Great Lakes Food Hub Network or The Southern Wisconsin Food Hub (Dane County Packing House)
- Short video topics that would help producers move their food products ahead

PRESENTERS:
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SPONSORS:
University of Wisconsin-Stout
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TIME:
Friday, June 1, 2012
10:30 am – 3:00 pm

LOCATION:
Renaissance Farm Inc.
525 E. Madison Street
Spring Green, WI 53588
www.renfarm.com

AGENDA:
10:30 am – 12:00 pm
Tour of production facility and growing fields

12:00 pm – 12:30 pm
Working lunch, discussing your product and ideas for commercializing

12:30 pm – 3:00 pm
Open discussion on various topics: commercial food production, a “Way of Thinking” food product development, defining markets, pricing, distribution channels and collaboration

This workshop is provided free of charge and lunch is provided. We ask that you prepare and submit questions to guide the discussion.

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