

Recipe for Success: A Workshop for Food Entrepreneurs

Wednesday, October 21, 2020 - online via Zoom

Registration Link: https://reg.cce.cornell.edu/RecipeForSuccess_241

Fee: \$50 Full Day, \$30 Morning or Afternoon Session

Contact: Diane Whitten, dwhitten@cornell.edu, 518-885-8995

Morning Session 8:30-Noon

Get Permission: Regulations and Licensing

Where do you go to get permission to sell your packaged food product at retail locations, such as grocery stores or farmers' markets? Can you make your product in your own home kitchen? Get these and other questions answered.

Presenter: John M Luker, Assistant Director, Division of Food Safety & Inspection, New York State Department of Agriculture & Markets

Recipe Approval Part I: Making sure your food product is safe

The Cornell Food Venture Center provides comprehensive assistance to beginning and established food entrepreneurs. Many food products require review and approval by a food safety expert, a service provided by the FVC.

Presenter: Bruno Xavier and Shannon Prozeller, Cornell University Food Venture Center

Story from the Field

Hear from a current small-scale food entrepreneur about their road to creating a food-based business.

Recipe Approval Part II: Making sure your food product is safe

The Cornell FVC offers assistance with product and process safety evaluations, regulatory compliance, food processing development and shelf-life evaluation.

Presenter: Bruno Xavier and Shannon Prozeller, Cornell University Food Venture Center

Taste of NY Learn how to get your product in Taste of NY stores.

Presenter: Jessica Ziehm, CCE Washington County Ag Marketing Educator

Afternoon Session 12:30-4:00

Becoming a Small-Scale Food Processor

Learn from an industry consultant how to scale-up your recipe to launch production, and issues related to shelf life and packaging.

Presenter: Robin Puskas, owner of NY Kitchen Company

The Value of a Good Business Plan

How can you maximize your chances for a successful food business venture? Learn about developing a small business feasibility study and plan.

Presenter: Dennis Crimi & Steve Hovey, SCORE Small Business Advisors

Story from the Field

Hear from a current small-scale food entrepreneur about their road to creating a food-based business.

Market Research & Marketing Basics

Got an idea for what you would like to sell? Great! Learn how to conduct market research along with some general marketing principles.

Presenter: Dennis Crimi & Steve Hovey, SCORE Small Business Advisors

Getting Your Product on the Store Shelf

Here from a grocery store buyer about getting your product on their shelf.

Insurance Requirements and Products

Learn why you not only need insurance, you'll want insurance. Choosing the right insurance agent and policy are important business decisions.

Presenter: Bob Bleistein, Eastern Classic Coverage Insurance

Other Business Basics

Audience choice Q & A.

Presenter: Dennis Crimi & Steve Hovey, SCORE Small Business Advisors

"Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities"