



Recipe to Market and Selling Skills for Food Entrepreneurs

Lakeview Inn, Greensboro, VT

April 7 & 8, 8:30 to 4:30

Brian Norder, Vermont Food Venture Center & Bob Weybright, Food Marketing Consultant

Recipe to Market covers all aspects of starting or expanding a value-added or specialty food business while *Selling Skills* focuses on specific areas of bringing product to market. These two workshops are designed to be taken together or on a stand alone basis.

Fee: \$50 per day for lunch and materials.

(Early registration special-register and pay before March 27th and get both days for \$85.)

Recipe to Market will cover the following specific topics:

*****Product Development, Safe Food Production, Labeling and Packaging, Marketing Your Food, Manufacturing and Processing Issues and Options, and Food Regulations***

Selling Skills provides a practical approach that goes beyond theoretical market research and to help develop specific skills in areas of:

*****Product Rollout, Pricing Your Product, Making Sales Calls, Trade Show Selection and Operation, Distribution Strategies-Traditional and Creative***

Presenters Norder and Weybright have offered this workshop in such diverse locales as Maine, North Carolina and Idaho as well as Vermont. Here is what prior attendees from *Recipe to Market* and *Selling Skills* have said:

- “Practical long term relationship with industry! Well organized materials.
- So many aspects/components of the business were covered in great detail. Very realistic and backed with experience. Well planned format and presentation. Brian and Bob complimented each other well.
- Bob & Brian brought fresh, East Coast idea’s to us. Provided invaluable resources for us to use to expand our company while reducing risk.
- Very enjoyable, learned a lot.”

To participate, fill out attached registration form. For further information, contact Monty Fischer or Hilary Hoffman at the Center for an Agricultural Economy at 802-472-5840 or at center@hardwickagriculture.org

*****This program is supported by a grant from the USDA/CSREES and the University of Vermont Center for Rural Studies.*****



The Vermont Food Venture Center (VFVC) mission is to provide all needed resources for entrepreneurs to start a food business and/or to help grow an existing business. The VFVC also strengthens the Vermont agriculture industry by helping develop value-added products and providing on-going technical assistance to the State's food producers.

The VFVC is a shared-use kitchen incubator for value-added and specialty food producers who can rent the kitchen on an hourly basis or arrange for co-packing at the facility. Staff provides a wide array of food and agricultural business consulting services to aspiring entrepreneurs, existing food businesses and organizations looking to promote food businesses as an economic development tool.

Already recognized as a national industry leader in food business incubation, VFVC is embarking on a major expansion and relocation to Hardwick. The facility which will include an incubator kitchen and will provide food technical assistance to entrepreneurs. It will also develop services designed to capitalize on the local food and agriculture cluster strengths that are emerging in the Hardwick area.



The vision of the Center for an Agricultural Economy (the Center) is to build upon local tradition and bring together the community resources and programs needed to develop a locally-based 21st century healthy food system. The Center vision supports the desire of rural communities to rebuild their economic and ecological health through strong, secure, and revitalized agricultural systems to meet both their own food needs locally as well as to determine and build the best opportunities for value-added agricultural exports. The Center builds this vision by engaging agricultural leaders in the emerging 21st century food system to build capacity and inspire the public in supporting and implementing this system.

The Center was founded in 2004 by Andrew Meyer, owner of Vermont Natural Coatings, a whey-based varnish company, and Vermont Soy, an organic soy drink and tofu company. As the son of a local dairy farmer and as a "green" entrepreneur, he saw first hand the need for an organization to bring resources into the Hardwick area to support the region's interest in promoting the development of value-added food products to enhance economic conditions. Since 2004, the Center has adopted a unique, entrepreneurial driven-approach to supporting sustainable agriculture, reinforced by the innovative members of the Board of Directors. The Center is a non-profit 501 © 3 organization.

