From Recipe to Market:
A seminar for future food entrepreneurs

Saturday, October 18
Madison Barracks Shared-Use Kitchen
85 Worth Road, Sackets Harbor, NY
Jefferson County
8:00am to 4:00pm

Sunday, October 19
Whallonsburgh Grange Kitchen,
1610 NYS Route 22, Whallonsburgh, NY
Essex County
8:30am to 4:30pm

Is your recipe ready to go to market? If your goal is to launch a specialty food business, then this program is for you. Bob Weybright, an Extension Agricultural Development Specialist with the Eastern New York Commercial Horticulture program, will present this one-day seminar providing future food entrepreneurs with instruction in food business basics and knowledge of the critical issues to consider before starting a food processing business. Topics include:

- Food Business Basics
- Marketing: Developing a Strategy, Objectives, Research, and Communication Plan
- The NYS Food Venture Center
- Market Trends and Product Development
- Regulatory Agencies and Requirements
- Food Safety, Processing, Packaging and Labeling

Bob Weybright has a strong agricultural economic development and marketing background. After receiving his undergraduate degree from Michigan State University and his graduate degree from California State University in New Business / Small Business Management, Bob has been actively involved in a number of development projects. He has experience in all phases of agriculture, including production, processing, marketing and sales. He is engaging in methods that help producers develop innovative new products and increase their marketing opportunities, especially in the local foods area.

- **Cost is $75 and includes lunch and all educational materials. Deadline for registration is October 15.**

- **To register for the Sackets Harbor location contact Steve Ledoux at 315-788-8450 or swl73@cornell.edu. Or register and pay online at reg.cce.cornell.edu/20CKitchen_222**

- **To register for the Whallonsburgh location contact Laurie Davis at 518-962-4810 x404 or lsd22@cornell.edu. Or register and pay online at reg.cce.cornell.edu/recipe2market_215**

Presented in collaboration with Cornell Cooperative Extension Associations of Jefferson and Essex Counties, The Eastern New York Commercial Horticulture Program, the New York State Food Venture Center, the Whallonsburgh Grange and Madison Barracks Kitchen