



Seminars to help farms, food businesses grow local markets

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MADISON – If your business plan includes producing, processing or handling Wisconsin-grown food, then the Local Food Business Seminar Series is designed for you. This series, scheduled between October and March, will feature seven different topics – including business planning, food safety and marketing. Each topic will be presented at four locations around the state. The Madison workshops will also be available free via webinar.

“These low-cost seminars are great ways to gain technical knowledge from industry experts,” said Sarah Elliott, Local and Regional Agriculture Program supervisor for the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). “We are excited to continue to provide a wide array of resources that promote the economic viability of Wisconsin’s local food industry.”

Registration is open now. Full-day classes will cost \$15 and will include lunch. Half-day classes will cost \$10. Those who register for all seven classes at once can do so for the reduced cost of \$55. Something Special *from* Wisconsin™ members get a \$5 discount per class, although the discount does not apply to the \$55 reduced price.

The dates and topics are as follows:

- **Business planning** – 9 a.m. to 3:15 p.m. Oct. 20-23.
- **Legal/business structures** – 9 a.m. to 3:15 p.m. Nov. 3-6.
- **Food safety** – 9 a.m. to 3 p.m. Dec. 1-4.
- **Marketing** – 9 a.m. to 3:15 p.m. Jan. 5-8.
- **Know your Buyer** – 9 a.m. to 12:15 p.m. Feb. 9-12.
- **Selling through a Distributor** – 9 a.m. to 12:15 p.m. March 2-5.
- **Finding the Dollars** – 8:30 a.m. to 12:45 p.m. March 16-19.

During each week listed above, the locations are as follows:

- **Mondays** at Retzer Nature Center, S14, W28167 Madison St., **Waukesha**.
- **Tuesdays** at Portage County UW Extension, 1462 Strongs Ave., **Stevens Point**.
- **Wednesdays** at Kickapoo Culinary Center, 16381 Wisconsin 131, **Gays Mills**.
- **Thursdays** at DATCP, 2811 Agriculture Drive, **Madison**.

For a full schedule or to register, click

http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops. On the same page, you can find information about the partners that worked with DATCP’s Buy Local, Buy Wisconsin program to develop the seminar series.

Media professionals who want to attend workshops for stories about local foods or economic development or who want to interview the experts running the workshops should contact Ann Marie Ames at 608-224-5041 or AnnMarie.Ames@Wisconsin.gov.