

# WI Local Food Business Seminars



**Business Structures**



**Know Your Buyer**



For more information on the programs, visit:  
[http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin/](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/)

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# WI Local Food Business Seminars

2013 – 2014 Local Food Business Seminars

## Host Sites

The workshop will be traveling to four locations; pick one near you!

Tuesday: Ashland, WI  
Wednesday: Black River Falls, WI  
Thursday: Green Bay, WI  
Friday: Madison, WI (also available via webinar)

For more workshop information, visit:

[http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin/](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/)

Sign up at: <http://datcpservices.wisconsin.gov/confreg/BLBWStartingBusiness.jsp>

## November ..... Put Your Local Food Business Idea to the Test

Date: 11/5–11/8

Price: \$10.00

\$5.00 for add'l business reps  
when registered together

Carl Rainey of WI DATCP will take your business idea from inception to product launch. Learn about practical strategies for testing your business idea in the marketplace, hear examples of other local food business start-ups, and gain knowledge in the principles of lean business strategies.

## December ..... Understanding the Legalities of Your Business

Date: 12/3–12/6

Price: \$15.00

\$10.00 for add'l business reps  
when registered together

Rachel Armstrong of Farm Commons and Courtney Berner from the UW Center for Cooperatives will address the legal issues involved with starting and running your own food or farm business in an interactive setting. Topics will range from the pros and cons of different business types to insurance needs and employment law.

## February ..... Planning the Best to Avoid the Worst: Food Safety

Date: early Feb

Covering licensing, labeling requirements, hazard control and recall plans for food processing businesses. On-farm food safety resources will also be shared for fresh fruit and vegetable farms.



## March ..... Marketing 201: Packaging/Labeling, Social Marketing, E-Commerce, Web Presence

Date: Early March

Marketing your products starts with your brand. Learn about the importance of branding and package development. From there, learn how social marketing can increase your local food product sales.

## April ..... Know Your Buyer

Date: Early April

A panel discussion from buyers of restaurants, food-service directors, grocery stores. Find out what they are looking for and how to best approach them with your products. Hear from successful case stories of producer/buyer relationships.



## May ..... Selling Through a Distributor

Date: Early May

A panel-style discussion from a number of distributors, food hubs, and aggregators. Find out what model works best for you and your business.



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