How to Start a Food Business in Florida – Introduction to Food Entrepreneurship
One-Day Workshop

May 13th, 2016, 8:30 am to 4:00 pm
Straughn IFAS Extension Professional Development Center
Gainesville, FL

May 27th, 2016, 8:30 am to 4:00 pm
Southwest Florida Research and Education Center
Immokalee, FL

For the past decade, there has been a marked increase in the amount of local and small-scale food production in the US, and the number of small food business in Florida is expected to increase with the Cottage Food Law. To run a successful business in competitive food market, it is important to have a good business plan and basic understanding about food processing, packaging, marketing and regulatory requirements.

This workshop is intended to provide the audience with general information on food safety and quality, basic food science, business planning, and federal and state regulatory requirements for food businesses. The target audience is anyone who is interested in running his/her own food business in Florida. The registration fee for the course is $125 (If registered by Apr 30th (Early Bird), the fee will be $100). Registration includes course materials, lunch, coffee breaks and certificate of completion. Please register by May 6th for Gainesville workshop, and by May 20th for Immokalee workshop. Due to the room capacity, the class size will be limited to the first 45 registrants for each site.

Since this workshop is not an in-service training, travel support will not be offered for County agents. However, a small number of seats will be reserved for extension agents along with a small discount ($25 off from the standard fee). To receive the instruction for County agents registration, contact the workshop organizer, Dr. Soo Ahn (sahn82@ufl.edu; 352-294-3909).

This year, we offer two workshops. Please refer to the information shown above. The May 27th workshop is the repeat session of May 13th workshop. They have the same program agenda (see below) but will be offered on different dates and locations to accommodate participants who need to travel. Please register for either one, but not both.
For May 13th, Gainesville workshop:
Staughn Extension Center is easily accessible from I-75, and is located at 2142 Shealy Drive, Gainesville, FL. You can access a map and additional information about the Center at the following URL:  http://straughn.ifas.ufl.edu/index.shtml. There will be designated parking spots for the workshop participants on the day of workshop.

For May 27th, Immokalee workshop:
The Southwest Florida Research and Education Center is located directly off of State Hwy 29 just north of the town of Immokalee, at 2685 State Road 29 North, Immokalee, FL. You can access a map and more information about the Center at: http://www.imok.ufl.edu/about-us/visit/

Lodging is available at the Seminole Casino Hotel located at 506 1st Street, Immokalee, FL. Make sure to mention that you are attending the workshop to receive a special rate. More information can be found at www.seminoleimmokaleecasino.com/hotel.htm or by calling (239) 658-1313.

The registration form for the workshop, and tentative agenda follow on the next pages. You can also register through Eventbrite:

May 13th, Gainesville, FL workshop:  http://tinyurl.com/ FoodBusinessGNV
May 27th Gainesville, FL workshop:  http://tinyurl.com/ FoodBusinessImmokalee

Note that the format of the course will be presentations by the instructors. The instructor team for this course is comprised of University of Florida faculty and representatives from the Food and Drug Administration (FDA), the Florida Department of Agriculture & Consumer Services (DACS) and Department of Business and Professional Regulation (DBPR).

If you have any question regarding the workshop, please contact the workshop organizer, Dr. Soo Ahn (sahn82@ufl.edu; 352-294-3909).
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TENTATIVE AGENDA

8:30 am  Registration
9:00 am  Welcome and Introduction (Soo Ahn)
9:10 am  What does it take to be a food entrepreneur? – Overview of starting a food business in Florida (Soo Ahn)
9:30 am  Planning your business – marketing, financing and other considerations (Lisa House)
9:55 am  Product Development – formulation, packaging (Renée Goodrich-Schneider)
10:20 am  Break
10:35 am  Sensory testing of new food products (Charlie Sims)
11:00 am  Understanding Food Science (George Baker)
11:25 am  Quality and Safety Issues (Keith Schneider)

11:50 am  Catered lunch and networking

1:00 pm  Federal Regulations for food processors (Stewart Watson, FDA)
1:30 pm  Florida Regulations for food processors (FDACS)
2:00 pm  Florida Regulations for food service business (Lisa Lambert, Department of Business and Professional Regulation)
2:30 pm  Cottage food law in Florida (Amy Simonne)
3:00 pm  Break
3:30 pm  Learning from experiences – sharing experience of local food entrepreneurs
4:15 pm  Question and Answer session, Evaluation
4:30 pm  Adjourn
Food Entrepreneurship Workshop Registration Form

Circle the workshop that you are attending:  May 13th, Gainesville    May 27th, Immokalee

Name__________________________________________________________

Company______________________________________________________

Address________________________________________________________

City__________________________  State__________  Zip_____________

Email__________________________________________________________

Phone__________________________  Fax___________________________

Course registration is $125 ($100 if registered by Apr 30).  **On-site registration is not allowed.** Please register by May 6th for Gainesville workshop, and by May 20th for Immokalee workshop.

For special discount for IFAS Extension Agent (limited seating), please contact directly to the organizer of the workshop, Soo Ahn, to sahn82@ufl.edu.

You have two payment options:

1. **Check Payments:** (Important: Make checks payable to “University of Florida - FSHN”)
   - Amount Enclosed__________________________  Check #______________________________

   Send your payment with this registration form to Soo Ahn, Assistant Professor, University of Florida, Food Science & Human Nutrition Department, PO Box 110370, Gainesville, FL, 32611-0370.  sahn82@ufl.edu; phone: 352.294.3909; fax: 352.392.9467.  Upon the receipt of registration form and payment, you will receive the confirmation email and the receipt.

2. **Credit Card Payments:** Credit Card Transaction can be made through Eventbrite:
   - May 13th, Gainesville, FL workshop: http://tinyurl.com/FoodBusinessGNV
   - May 27th Gainesville, FL workshop: http://tinyurl.com/FoodBusinessImmokalee

   If you pay for multiple people by credit card, please send all the participants’ names and contact information (address, email, and phone number) to Soo Ahn (sahn82@ufl.edu) for name tag and certificate preparation. You will receive the confirmation directly from Eventbrite.