**AN INTRODUCTION TO STARTING A SPECIALTY FOOD BUSINESS IN INDIANA**

**Registration Form**

Name ________________________________
Address ________________________________
Phone ________________________________
Email ________________________________
FAX ________________________________

**Registration Fee $100** (Deadline 4/09)

Enclosed is registration fee in US dollars. _____ Registrations @ $100 = $_______

Please make check/money order payable to Purdue University.

Mail to: Marsha Pritchard
Dept. of Agricultural Economics
Purdue University
403 W State Street
West Lafayette, IN 47907-2056

Please mark one type of specialty food and one process that interests you.

- [ ] Meat □ Fresh/No process
- [ ] Dairy □ Frozen
- [ ] Grains □ Canned
- [ ] Fruits □ Dried
- [ ] Vegetables □ Fermented

If you require auxiliary aids/services due to a disability contact us at (765) 494-0889.

**General Information**

**Registration**
The registration fee for the workshop *An Introduction to Starting a Specialty Food Business in Indiana* is $100 per registrant. This includes a three-ring binder of information, lunch, and refreshments in the morning and afternoon. Please return the registration form as soon as possible (deadline no later than April 9, 2009.)

**Refund Policy**
Pre-registrations may be canceled and the pre-paid fee refunded at no cost to the registrant provided notification is received in writing or by telephone (followed by written notification) on or before April 9, 2009. A substitute from the original registrant's institution or company may attend the seminar. Purdue University is not responsible for costs incurred due to cancellation.

**Driving Directions**
From I-65S/I-70W, take the Michigan/Ohio/Fletcher ramp to Ohio St. exit to East St or take the Michigan/Ohio/Fletcher ramp to Fletcher Ave. Exit to College Ave. From I-65N/I-70E, take Market St. exit to East St.

**Thursday, April 16, 2009**

Indiana Farm Bureau, Inc
225 S. East Street
Indianapolis, Indiana

Sponsored by:
Purdue University’s Dept. of Agricultural Economics
Dept. of Food Science
Southeastern Indiana Small Business Development Center
Indiana State Department of Health

Purdue University is an Affirmative Action/Equal Opportunity Employer andeducational institution. This material may be available in alternative formats.
About the Workshop

Developing and selling specialty ingredients and foods is one alternative for homemakers and farmers to add value to Indiana commodities. This workshop was developed to serve as a comprehensive overview of the issues associated with starting a specialty food business in Indiana.

The overall purpose of this workshop is to provide knowledge, contacts, and resources about starting a new food business in Indiana through formal lectures and question and answer sessions with speakers and entrepreneurs, as well as written materials with information and resources.

Who Should Attend

This workshop was developed for people interested in developing a specialty food or food ingredient business. Participants may be small farmers interested in vertically integrating, homemakers, and current/former entrepreneurs who need a comprehensive overview of the topics to be covered when starting a new food business in Indiana.

For interested individuals, participation in this workshop will allow an easier start-up at Ohio River Valley Food Venture, the shared-use commercial kitchen facility at the Small Business Development Center in Madison, Indiana.

Program Schedule

8:00 a.m. .........................Registration
8:30 a.m. .........................Introduction
8:45 a.m. .........................Food Safety
9:30 a.m. .........................Business Planning
10:00 a.m. .......................Break
10:15 a.m. .......................Entrepreneur
11:15 a.m. .........................Organic Products
11:45 a.m. .......................Lunch
1:00 p.m. .........................Food Regulations
1:45 p.m. .........................Marketing
2:30 p.m. .........................Break
2:45 p.m. .........................Product Development
3:15 p.m. .........................Process Development
3:45 p.m. .........................Packaging
4:30 p.m. .......................Closing Comments

Program Participants

Dr. Kevin Keener, Dr. Maria Marshall, Dr. Steve Smith
Purdue University
West Lafayette, Indiana

Sharon Farrell
Indiana State Department of Health
Indianapolis, Indiana

Linda Wood
Southeastern Indiana SBDC
Madison, Indiana

Annie Schmelzer
Indiana State Department of Agriculture
Indianapolis, IN

For Additional Information

About registration, contact:
Marsha Pritchard
Dept. of Agricultural Economics
Purdue University
West Lafayette, IN
(765) 494-0889
Email: mpritcha@purdue.edu

About program content, contact:
Kevin Keener
Dept. of Food Science
Purdue University
West Lafayette, IN
(765) 494-6648
Email: kkeener@purdue.edu

OR

Maria Marshall
Dept. of Agricultural Economics
Purdue University
West Lafayette, IN
(765) 494-4268
Email: mimarsha@purdue.edu