

Developing a Business Plan for your Specialty Food Business

Tuesday December 15, 2015

9:00 a.m. – 4:30 p.m.



UC ANR Building, Sacramento Valley Room
2801 Second Street, Davis, CA 95618

Agenda

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| 9:00 – 9:15 | Welcome Back! Overview and Introductions
<i>Shermain Hardesty, UC Small Farm Program Extension Economist</i> |
| 9:15 – 9:45 | Importance of Business Planning and Business Plan Formats |
| 9:45 – 10:45 | How I Started and Grew my Specialty Food Business
<i>Courtney Smith, Bloomingcamp Ranch</i> |
| 10:45 – 11:00 | Break |
| 11:00 – 12:15 | Preparing Your Projected Income Statement and SBDC Resources
<i>Deagon Williams, Oakland Small Business Development Center</i> |
| 12:15 – 1:00 | Lunch |
| 1:00 – 2:00 | How I Started and Grew my Specialty Food Business
<i>Penny Granberg, Rose Lane Farms</i> |
| 2:00 – 2:15 | Assessing Your Specialty Food Business Readiness
<i>Shermain Hardesty</i> |
| 2:15 – 2:45 | Sharing and Q&A
<i>Courtney Smith, Penny Granberg, Shermain Hardesty, Deagon Williams, attendees</i> |
| 2:45 – 3:00 | Break |
| 3:00 – 4:00 | Let's get started on your Business Plan
<i>Shermain Hardesty</i> |
| 4:00 - 4:30 | Resources and Wrap-up |
| 4:30 | Adjourn |

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