

DRAFT

Producing and Marketing Value-Added Foods Safely, Legally and Successfully

Wednesday, January 25, 2017 8:30 a.m. – 4:30 p.m.

Asilomar Conference Grounds, Pacific Grove, CA

DRAFT Agenda

8:30 – 8:40AM	Welcome, Shermain Hardesty, <i>UC Small Farm Program Leader & Extension Economist</i>
8:40 - 9:00	Overview & Introductions
9:00 - 10:15	Staying Safe and Legal: Food Safety & Regulations <i>Erin DiCaprio, UCCE-Davis, Specialist in Community Food Safety</i>
10:15 - 10:30	The Cottage Food Law <i>Shermain Hardesty</i>
10:30-10:45	Break
10:45 - 11:45	10 Tips for Marketing Your Value-Added Foods <i>Shermain Hardesty</i>
11:45 – noon	Becoming an Ingredient Supplier to Food Manufacturers <i>Shermain Hardesty</i>
Noon - 12:45PM	Lunch (provided) & Cesario Ruiz, <i>El Pájaro CDC Commercial Kitchen Incubator</i>
12:45 - 1:30	Processing Options <i>Merrilee Olson, Preserve Farm Kitchens</i>
1:30 - 2:30	Getting Your Product on the Store Shelf <i>Danielle Shaeffer, New Leaf Community Markets</i>
2:30 - 2:45	Break
2:45 - 4:15	Value-added Food Producers Panel <i>Kathryn Lukas-Farmhouse Culture, Jenna Muller-Full Belly Kitchen, and Magali Brecke-Kitchen Witch</i>
4:15 - 4:30	Wrap-up, <i>Shermain Hardesty</i>
4:30	Adjourn