ADVANCING THE SUCCESS OF VIRGINIA’S FOOD ENTREPRENEURS

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Widespread growth in value-added food market
- Today’s farmers are exploring new enterprises for diversification
- Considering marketing strategies that increase a customer’s perceived value of existing agricultural products
- Taking advantage of the rising demand for local foods by producing items such as cheese, jams and jellies, salsa, baked goods, pickles, etc.

Vast challenges associated with starting a food-based business
- U.S. Small Business Administration has found that 50% of new businesses do not survive beyond 5 years
- Perishable nature of product

It’s not enough to produce a delicious, highly sought-after product; successful food entrepreneurs must also be skilled marketers and business managers in addition to being keenly aware of food safety laws and requirements.
2015 Food Entrepreneur Workshop
Friday, April 24th
9:00-4:00
FARMVILLE, VA

Planning, Marketing, and Succeeding in Commercial Food Production

$15 Workshop Fee
Event Date: April 24th
Register By: April 17th
Via www.virginiafoodworks.org

For More Information
Email: info@virginiafoodworks.org
Phone: (434) 960-8958
74% reported increased knowledge of inspection requirements & exemptions
62% reported increased knowledge of business planning
70% reported increased knowledge of kitchen space & regulations
80% reported increased knowledge of food labeling
81% reported increased knowledge of marketing methods & opportunities
75% reported increased knowledge of Buy Fresh Buy Local
83% reported increased knowledge of recipe development & food science

“Now that I have all the information needed to take product from farm to table, I’m ready to get started.”
“The workshop added to my confidence to start. It gave me answers to a few lingering questions.”
“This program made it easy to understand the laws and potential barriers associated with food production.”
“Gave me the right direction and access to information to accomplish starting a food business.”
“The Prince Edward County Cannery & Homegrown Virginia sound like really achievable options to get started.”
“The workshop influenced my decision to continue moving forward with product development for resale.”

Participants that have existing food businesses reported that they would make the following improvements:
✓ Adhere more closely to regulations
✓ Improve recordkeeping
✓ Get products tested
✓ Edit current food labels
✓ Rethink packaging and product range
✓ Apply targeted marketing strategies
✓ Rewrite business plan
✓ Improve system of batch coding and raw goods tracking
✓ Add system to track product distribution
QUESTIONS?

Thank you!