

Do you. . .

- make a specialty food item that friends and family often request?
- have additional produce from your garden or farm that could be made into a value-added food product?
- envision marketing your family recipes?
- desire to generate more household or farm income?
- dream of owning a food business?

If so, Food for Profit™ On-line will help you put all the pieces together for your food business!



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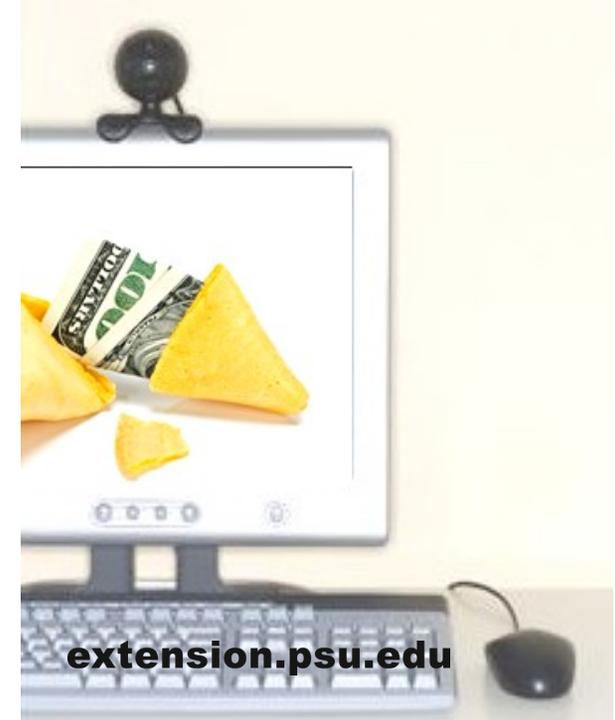
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Penn State **Extension**

Food for Profit™ On-line

An On-line Class for Individuals Interested in Starting or Growing a Food Business



PENNSTATE



Cooperative Extension
College of Agricultural Sciences

Whether it's making gourmet jams or jellies, baking bread and cakes, catering festive events or creating and packaging special dinners for one, food related businesses are becoming increasingly popular as a way to earn a living (or to add to your income). The cook's creative flair, combined with business practicality will succeed even in tough economic times, if the enterprise is given the appropriate research and planning before its launch.

Penn State Extension's **Food for Profit™ On-line** is a set of lessons taking you step by step through the information necessary to start and run a small food product business. Although appropriate for any food business owners who want to develop their venture proactively, the class is especially directed to individuals who will be making and packing their products for resale (through grocery stores, open-air markets, or restaurants).

Food for Profit™ On-line is a very practical course, providing much of the same information offered in the Penn State Food for Profit Workshops - but available 24/7 in your own home. You will be able to use what you learn immediately to ensure that your business starts out and grows in a way that matches your vision and goals.

Guiding food entrepreneurs through the initial steps to start a business, this self-paced course is made up of a series of lessons to introduce you to:

- **Getting Started** A discussion of the challenges and advantages of owning a food related business.
- **Developing a Game Plan** A business idea must be do-able, marketable, and profitable to provide a reliable forecast about the feasibility of your business.
- **Niche Marketing** The importance of accurately targeting your "first and best customer," using the four P's of price, product, placement, and promotion.
- **Safe Food Handling** Good preparation and storage methods lengthen shelf life and lessen liability. The extra attention paid at a few specific points in your operation will save time for you, and improve product quality.
- **Packaging your Product** Selecting the right packaging - materials, labels, and the information provided - can make or break your product's future in the marketplace.
- **Risk Management** Food businesses incur liabilities unlike most others because their products are ingested. Selecting and adopting strategies and tools can lessen the risks.
- **Pricing your Product** Should you price low to get sales or price for maximum profit? A discussion of good pricing formulas and strategies - and practice using them to make sure the price that you arrive at is right!

Registration Information

Because of sponsorship that supported the development and delivery of this on-line course (a NE Sustainable Agriculture Research and Education grant), your unlimited access to the course is **at no cost**.

To register for *Food for Profit™ On-line*, the first step is to go to the class link at:

<http://www.cvent.com/d/gcqlhb>

To complete enrollment, students will also need to visit this site to register for a "Friends of Penn State" user account:

<https://fps.psu.edu/fps-web/FPS/Home.jsf>



Butter Churning in On-Farm Creamery