

## Do you. . .

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

**If so, Food for Profit is the class for you!**

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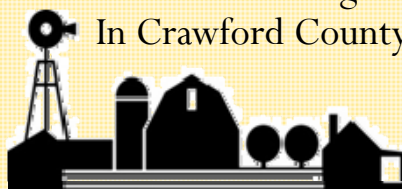
## *DIRECTIONS TO PENN STATE EXTENSION-Crawford County*

**From the South:** Traveling North on I-79, exit at old 36-A (Meadville Exit). You will travel less than 1/4 mile on Route. 322 East. Following the Wm. J. Bainbridge Technology signs, at the second light, between Dairy Queen and PennDOT, turn left onto Route 102 N (Mercer Pike). Travel about one-mile on Route 102 N. Instead of crossing the Mercer Street Bridge, bear left, staying on Route 102 N. Travel approximately one mile, and you will pass the Mead Avenue Bridge and the Spring Street Extension Bridge. Turn right onto Wm. J. Bainbridge Technology Center, Dunham Road (before you pass the old Vernon Fire Hall). Go through the light at the corner of Dunham and Rogers Ferry Roads. The Crawford County Cooperative Extension Office is straight ahead. There is a large satellite dish in front of the building.

**From the North:** From Route 86 (North Main Street), turn right on to Allegheny Street. At second stop sign turn left onto Baldwin Street and just before Hatheway-Tedesco Funeral Home, turn right onto Spring Street. You will cross Terrace Street and proceed over the Spring Street Bridge. After you cross the bridge, you will need to turn right on to Lincoln Avenue. Go to the end of Lincoln Avenue (Lincoln Avenue Sports Area) and turn left on to Rogers Ferry Road. Go to the traffic light and turn right on to Dunham Road. The Crawford County Cooperative Extension Office is straight ahead.

### *Food For Profit*

Sponsored by:  
The Future of Agriculture  
In Crawford County



A community-based program to help residents and farmers respond to the challenges facing agriculture in Crawford County

**Penn State EXTENSION**

AGRICULTURE | COMMUNITY & FAMILY | ENVIRONMENT

## *Food For Profit*



# grow

Your Income

**November 19, 2009**

**9:30 a.m.—3:30 p.m.**

Penn State Extension-Crawford County  
13400 Dunham Road, Suite A  
Meadville, Pennsylvania

**A State-wide Entrepreneurship  
Training Program customized to  
meet the needs of local food  
entrepreneurs**

**PENNSTATE**



an **OUTREACH** Program of the College of Agricultural  
Sciences, and Crawford County Cooperative  
Extension

# FOOD FOR PROFIT

The Food for Profit workshop consists of six hours that provide an overview of how to start and successfully operate a small food product business:

## *Winifred McGee:*

joined Penn State Cooperative Extension in 1990 as a multi-county agent specializing in home-based businesses. For the past ten years she has been the Director of Extension for Lebanon County, where she oversees educational programs and staff throughout the county.

## *Ray Kenney:*

has been a Food Sanitarian in the Northwest Region since leaving his Environmental Educator position with the PA State Parks back in 1992. Giving up teaching for regulatory work was a tough choice, but his father's advice that "people always have to eat" made sense. So for some 18 years he's been working to ensure that the food people eat is safe, a job that involves educating as much as regulating.

## *Janice Ronan:*

has been an Extension Educator, based in Erie County, since 1998. She is a Certified ServSafe® Instructor and provides food safety training for consumers, volunteer cooks, food service workers, and food processors. Janice has also worked as a food technologist for two food processors during her career.



## *Getting Started* Winifred McGee

An honest look at the challenges and advantages of owning a food related business.

## *Legally Speaking* Ray Kenney

PDA's role in your venture-how the sanitarian can help your dream become a reality.

### *Coffee Break*

## *Developing a Game Plan*

Winifred McGee

A good business idea needs to be "do-able", marketable, and profitable; your feasibility analysis is step one toward a great business plan.

## *Finding a Niche* Winifred McGee

Using the four P's: price, product, placement, and promotion to determine who will buy.

### *Lunch Break*

## *Safe Food Handling* Janice Ronan

Good preparation and storage methods prolong shelf life and lessens liability for you.

## *Packaging your Product*

Winifred McGee

Selecting the perfect package and food labels to intrigue your potential customers.

### *Afternoon Break*

## REGISTRATION FORM

Food For Profit

November 19, 2009

Registration deadline: November 2, 2009

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

County: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Evening Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Additional Attendee: \_\_\_\_\_

The registration fee is **\$30.00** for the first person and an additional **\$20.00** for the second person (a spouse or business partner).

- The cost covers materials and lunch
- If a 2nd person attends they will share materials with the 1st person

**Please make checks payable to:**

*"PSCE Crawford"*

**Please return registration form and payment**

**to:** Crawford County Cooperative Extension  
13400 Dunham Road, Suite A  
Meadville, PA 16335  
Phone: 814-333-7460  
Fax: 814-333-1590

**Please Note: Registration is limited to 40 individuals**