Specialty food business workshop offered

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Fairbanks, Alaska—A workshop on starting a specialty food business will be offered April 21 in Fairbanks and at videoconference sites in Anchorage, Delta Junction and Sitka.

The workshop will run from 9 a.m. to 12:30 p.m. at the UAF Cooperative Extension Service Tanana District office at 724 27th Ave.

Quentin Fong, seafood marketing specialist for the Marine Advisory Program, and Kate Idzorek, Extension food technician, will discuss business ideas with participants and provide guidance on entering the specialty food market. Idzorek said specialty foods are manufactured in low volume from high-quality ingredients. They include products like jams and jellies made from Alaska berries or handmade chocolates.

Idzorek said participants will gain the skills to objectively evaluate their business ideas and a basic understanding of what a bank may want to see if they apply for a loan. Topics will include marketing, pricing and promoting products, developing a business plan, creating nutrition fact labels and making sure facilities meet health and safety guidelines. Participants will receive a business plan template and other information sources.

The workshop fee is $30 and preregistration is required. Register online at http://bit.ly/foodsworkshop. Participants may also register by calling Extension in Fairbanks at 474-2450 or 474-2420; Anchorage, Leslie Shallcross at 786-6313; Delta Junction, Christy Roden at 895-4215; and Sitka, Bob Gorman at 747-9413. Videoconference sites will include the Anchorage Extension office at 1675 C St., the Delta Career Advancement Center and Room 106 of the UAS Sitka campus building. For more information, contact Idzorek at 474-5391 or kjidzorek@alaska.edu.

ON THE WEB: www.uaf.edu

NOTE TO EDITORS: Information here

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