Specialty food business workshop offered

FOR IMMEDIATE RELEASE: Sept. 2, 2014
CONTACT: Debbie Carter, Extension information officer, 907-474-5406, dscarter@alaska.edu

The University of Alaska Fairbanks Cooperative Extension Service will host a workshop for individuals interested in starting and operating a specialty food business.

The workshop will meet for five sessions beginning Sept. 16 and will be offered by videoconference in Fairbanks, Delta Junction, Homer, Kodiak and Juneau. It will meet Tuesdays and Thursdays from 5:30 to 8 p.m. through Sept. 30. The instructors are Extension food research technician Kate Idzorek and Quentin Fong, a seafood marketing specialist with Alaska Sea Grant's Marine Advisory Program.

Idzorek said specialty foods are manufactured in limited quantity with high-quality ingredients and include products such as handmade chocolates and food truck items.

The workshop is intended for individuals who want to sell specialty foods direct to consumers and wholesale. Topics will include business planning and marketing, financing and accounting, permitting, feasibility assessment, and promoting and pricing products. The workshop will also cover options to enter the market, including farmers markets, food trucks and other venues.

The workshop costs $50. See details or register online at www.uaf.edu/ces. For more information, contact Idzorek at 907-474-5391 or kjidzorek@alaska.edu.

ADDITIONAL CONTACT: Kelly Sather, kasather@alaska.edu, 907-474-6339

ON THE WEB: www.uaf.edu/ces

DSC/9/2/14