

Marketing Your Food Product Workshop

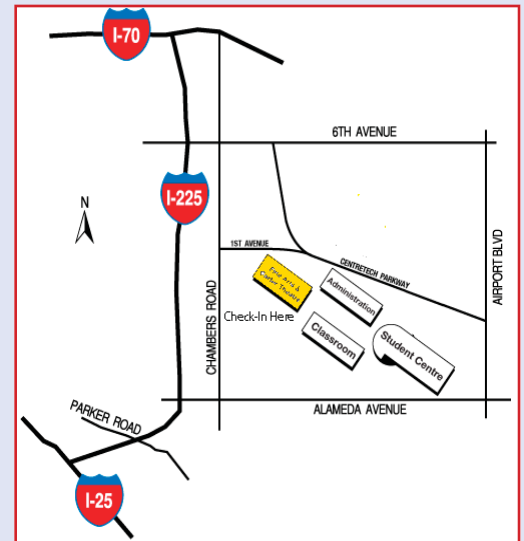
A one-day workshop that will boost your marketing efforts from developing a plan and building your brand to promotion and advertising. Perfect for start-up and existing food-related businesses!

Thursday, April 23, 2009 ▲ Community College of Aurora

- 8:00-8:30 **Registration & Networking** (Breakfast Courtesy of Safeway)
- 8:30-9:00 **Welcome & Introductions**
- 9:00-10:00 **Cost Effective Marketing Plans and Resources**
Learn how to develop a plan to help your business succeed!
Dawn Thilmany, Colorado State University
- 10:00-11:00 **Branding 101**
From package design to brand development, learn how to market your product. John Recca, BrandWerks Group
- 11:00-11:15 **Break**
- 11:15-11:45 **Show Me the Money!**
Tips for finding and writing grants.
Tom Lipetzky, Colorado Department of Agriculture
- 11:45-12:45 **Get Your Product on the Shelves!**
Learn how to market your product at the retail level.
Lauren Evans, Whole Foods Market
Sally Haines, Colorado Farmers' Market Association
C Marden, Shamrock Foods
Kelley McNeir, Mile High Marketplace
- 12:45-1:30 **Lunch and Networking**
- Breakout Sessions (choose one each time, A or B)**
- 1:30-2:30 **A. Food Safety is #1**
What you need to know about labeling and registration requirements and Good Manufacturing Practices.
Dan Rifkin, CO Dept. of Public Health & Environment
- B. How Did We Get Here?**
Learn how a local company rolled out their products nationally and found funding to do it!
Craig Lieberman, 34°
- 2:30-3:30 **A. Nutrition Analysis and Labeling**
Understanding the Nutrition Facts Label.
Rebekah Spetnagel and Julie Bush, On The Menu
- B. Marketing on a Shoestring**
Innovative marketing and PR tricks to help you get noticed, even on a budget!
Joslyn Green, Freelance Writer
- 3:30-4:30 **A. Thinking Beyond the Box**
Tips for developing the perfect package.
Jeff Putt and Peter Franz, DeLine Box Company
- B. Where Do I Go From Here?**
Learn how to grow your business.
Chuck Hahn, Aurora Business Development Center

Location & Directions

Community College of Aurora
16000 East CentreTech Parkway
Aurora, CO 80011-9036



I-225, exit East 6th Avenue. Go east and turn right at the first light past Chambers (CentreTech Parkway). Make the first right past the stop sign into the parking lot. Check in at the Fine Arts Building

Sponsored By

Colorado Department
of Agriculture

Aurora Business
Development Center

For Administrative Use Only:

Marketing Your Food Product Workshop

Thursday, April 23, 2009

#994/250B

Registration

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Website: _____

Number of People Attending: _____

Their Names: _____

How long has your company been in business?

Just Starting Less Than 2 Years More than 2 Years

Please select the afternoon breakout session you prefer. A B

Registration is **\$35** per person if postmarked by **April 10**; **\$45** per person after the deadline.

Fee includes program, workshop materials and lunch.

Please make checks payable to **Colorado Department of Agriculture**.

Send Completed Registration Form and Payment to:

Colorado Department of Agriculture, Markets Division

700 Kipling Street, Suite 4000

Lakewood, CO 80215

Questions?

Call (303) 239-4119

Visit www.coloradoagriculture.com