TRANSITIONING TO VALUE-ADDED PRODUCTS

Agri-business workshops for production-ready farmers, ranchers, and greenhouse operators

NABC northwest agriculture business center

PRODUCT DEVELOPMENT FOR VALUE-ADDED PREPARED FOODS

Geared to small scale producers of preserves, sauces, dressings and vinegars, snacks, baked goods and other value-added products

DATE: Monday, November 24, 2014

TIME: 9:00am to 4:00pm

LOCATION: WSU Tri-Cities campus, CIC Building, room 120
(CIC = Consolidated Information Center)

FEE: $95, general admission
(pre-registration is required)
Lunch, beverages and course packet included.

INSTRUCTORS: Fred Berman, Project Manager, NABC
Girish Ganjyal, Food Processing Specialist, WSU

This workshop will provide the region's small scale prepared food producers with up-to-date information and technical knowledge of the food product development process for the specialty food industry and how to bring such products to market - targeted to start-up entrepreneurs and food product developers.

Students will be walked through the various steps from concept development to the market. There will be an emphasis on the factors to be considered for scaling up the product from the kitchen to commercial production. Numerous examples will be provided to illustrate the steps and end goal. Along with the aspects of product development, the course will cover product cost calculations, with real-world business examples.

Register online at the NABC website (see Transitioning to Value Added Products Courses under Classes & Workshops) or contact the NABC office: 360-336-3727 | info@agbizcenter.org

Washington State University Extension

School of Food Science, University of Idaho, Washington State University

This course is offered in collaboration with Washington State University

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Want to learn more?

Contact the NABC office:

Phone: 360-336-3727

Email: info@agbizcenter.org

Or visit our website at:

www.agbizcenter.org

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