

# Recipe for Success: Selling Food Products



Wednesday, April 17                      9:30 am - 12:30 pm  
Center for Regional Excellence, Route 219 Salamanca  
*presented by NY Sustainable Agriculture Working Group and  
Small Business Development Center at JCC*



**Thinking about making and selling specialty food products but don't know where to start?**

**Start here with this *FREE* workshop specially designed to help you understand the business planning side of food entrepreneurship**

## **Recipe for Success: Selling Food Products**

Bringing your food products to market can be exciting and rewarding, but also time consuming and back breaking. You need to understand the markets you want to enter and how to get those products to the right market channels. How do you identify your competition or determine the right selling price for profitable operations? This workshop will help you understand each of these aspects and get you started on the path to successful food entrepreneurship.

**Presenter Kate Moody is a NYSBDC Certified Business Advisor and former food entrepreneur. She specialized in helping entrepreneurs create business plans, secure start-up funds, and implement digital marketing strategies**

Location: BOCES conference room at the Center For Regional Excellence  
4039 Route 219, #100 Salamanca, NY



Scan QR code to register

or register on websites: [FreshLocalWNY.org](http://FreshLocalWNY.org) or [SouthernTierWest.org](http://SouthernTierWest.org)

or contact Kimberly LaMendola

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