



2nd annual  
**Food Entrepreneur  
Conference**

**Thursday and Friday, Feb. 27-28**  
Prattville Marriott, Prattville, AL

You might have the best cupcakes, catfish or organic beef around, but you need to know how to write a business plan, find financing, market yourself and negotiate a maze of regulations. We've organized a two-day conference where you will learn from Auburn University experts who help aspiring entrepreneurs every day, and network with other food entrepreneurs. For more information or to register, call Regina Crapps at (334) 844-7456 or email [crappre@auburn.edu](mailto:crappre@auburn.edu). Check our website for speaker updates:

[www.aufsi.auburn.edu](http://www.aufsi.auburn.edu)

***\$150 by Feb. 15, \$200 after Feb. 15***

## Tentative Agenda

### THURSDAY, FEB. 27

**11:30 a.m.-1 p.m.: Keynote Speaker**

**1 p.m.-2 p.m.: How to Finance Your Business** (Small Business Development Center)

**2 p.m.-3:30 p.m.: How to Sell Your Product** (panel with a foodservice broker, a distributor and buyers from big-box retailers)

**3:45 p.m.-5 p.m. How to Sell Your Product, Part II—Marketing** (John Marsh of jMarsh Enterprises, the entrepreneur who helped turn downtown Opelika into a thriving center for dining. He is also ceo of jMarsh Advertising, with a special interest in Internet marketing)

**5:30 p.m.-6:30 p.m.: Networking Reception** (includes exhibit tables set up in the lobby)

**6:30 p.m. Dinner and Panel** (Entrepreneurs will tell real-life stories about the perils and promise of starting their own food business)

### FRIDAY, FEB. 28

**8 a.m. How to Keep Your Business LEAN:** An introduction to the LEAN business strategy, based on maximizing customer value while minimizing waste. LEAN principles can transform a business, whether the company offers a service or a product.

**8:30 a.m. Regulations, Labeling, Testing:** Overview of regulatory agencies What permits are necessary? Where do you find help if you are confused? What kind of labeling is required and why? What testing do you need and why? What does "organic" mean? What's available through the university, what's available elsewhere?

**9 a.m.-11 a.m. Break-out Sessions:** You will be asked to select an area of interest when you register so YOUR needs will be addressed.

**Create a Business Plan:** Small Business Development Center

**Meats/Growing or Processing:** Christy Bratcher, associate professor, Department of Animal Science; and Barney Wilborn, manager, Lambert-Powell Meats Laboratory

**Food Processing/Catering/Foodservice/Bakery:** Jean Weese, professor of food science; Patti West, Extension food specialist; Christiana Mendoza, Chilton Food Innovation Center; and Mitzi Waldo, Alabama Department of Public Health

**Aquaculture:** Fisheries Business Institute

**11 a.m.-1 p.m. Closing Lunch**

**Sponsored by: Auburn University Food Systems Institute & Alabama Cooperative Extension System**

*Please note: Agenda details are subject to change! Check our website for updates. [www.aufsi.auburn.edu](http://www.aufsi.auburn.edu)*