



## South Dakota Department of Agriculture

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OFFICE OF THE SECRETARY

December 22, 2008

The South Dakota Department of Agriculture is offering the University of Nebraska Food Processing Center's nationally recognized "From Recipe to Reality" workshop on **March 17, 2009 in Spearfish** and **March 19, 2009 in Brookings**. The workshop is designed to provide entrepreneurs with an understanding of the key issues they will need to consider when starting a food business

Topics include:

- market research
- product development
- packaging
- labeling
- pricing
- product introduction
- promotional materials
- food safety, and
- legal and business structure issues

This program is specifically for food manufacturing entrepreneurs. If you are an entrepreneur thinking about joining the seminar or know of an entrepreneur who is, please contact me at [alison.kiesz@state.sd.us](mailto:alison.kiesz@state.sd.us) or 605-626-3272. An application form is also enclosed in this packet. Space is limited and we anticipate many entrepreneurs will want to participate. Early registration is strongly encouraged.

The "From Recipe to Reality" seminar is the first phase of the Food Entrepreneur Assistance Program. This program, which has existed since 1989, is the only program in the nation that provides complete assistance to individuals wanting to start a food business.

Sincerely,

Alison Kiesz  
South Dakota Department of Agriculture

# The Food Processing Center

## Phase I -- From Recipe to Reality

The one-day "From Recipe to Reality" seminar is the first step in developing a food business. It is specifically designed to provide entrepreneurs with an understanding of the key issues they will need to consider when starting a food business. Participants include individuals interested in marketing a family recipe, individuals with a product idea or concept, producers considering adding value to an agricultural product, restaurateurs exploring the manufacturing of a house specialty, and storeowners contemplating the development of a private label products.

"From Recipe to Reality" provides a general overview of the many issues involved in developing a food manufacturing business. Seminar topics address important questions that every entrepreneur should consider.

- Market research and selection
  - What are your target market options?
  - What is market research and how do you use it?
- Product and process development
  - How do you commercialize your recipe?
  - What are your processing facility options?
- Food regulatory issues and agencies
  - What agencies govern the food industry
  - How do the food regulations affect your business?
- Packaging and labeling
  - What are the required elements of a food label?
  - What claims are allowed on food labels?
- Pricing and cost analysis
  - How do you determine a competitive price for your product?
  - What other business costs do I need to consider?
- Product introduction and sales
  - How do you introduce your product to the marketplace?
  - How do you create sales?
- Promotional material package
  - How do you create your promotional message?
  - What should your promotional package include?
- Food safety and sanitation
  - What are the basics of food safety?
  - What are the microbiology concerns for food products?
- Business structure
  - How should you structure your business?
  - How should you protect your business?

**From Recipe to Reality Seminar**  
South Dakota Department of Agriculture  
Application Form

Your Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Indicate which seminar you want to attend:**

- Tuesday, March 17, 2009 in Spearfish
- Thursday, March 19, 2009 in Brookings

Do you require dietary accommodations?                      Vegetarian                      Vegan                      Other  
Do you require ADA accommodations?                      If yes, please contact us.

**Cost is \$50/person. \$35 for additional persons from same family.**  
(Scholarships are available for those who can demonstrate financial need – please contact us for more information.)

**What type of food business are you interested in starting?**

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Please return this form and a **check for the proper amount made out to the South Dakota Department of Agriculture** to:

South Dakota Department of Agriculture  
Alison Kiesz  
420 S Roosevelt St  
Aberdeen, SD 57401  
605.626.3272 (office)  
605.626.2216 (fax)  
alison.kiesz@state.sd.us

# From Recipe to Reality Seminar

Our goal is to cover the basics of starting a food business:

- Market Research & Selection
- Product & Process Development
- Packaging & Labeling
- Food Regulations & Agencies
- Pricing & Cost Analysis
- Product Introduction & Sales
- Promotional Material Package
- Food Safety & Sanitation
- Business Structure

March 17, 2009

BHSU - Spearfish

Don't let your recipe be one of those fabulous ideas that never makes it to the marketplace!

Contact Alison Kiesz  
[alison.kiesz@state.sd.us](mailto:alison.kiesz@state.sd.us)  
605.626.3272

Course delivered by the University of Nebraska Food Processing Center  
Hosted by the South Dakota Department of Agriculture

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**March 19, 2009**  
**SDSU - Brookings**

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