

Developing a Business Plan for your Specialty Food Business

Tuesday December 15, 2015 9:00 a.m. – 4:30 p.m.

UC ANR Building, Sacramento Valley Room 2801 Second Street, Davis, CA 95618





Agenda

9:00 – 9:15	Welcome Back! Overview and Introductions Shermain Hardesty, UC Small Farm Program Extension Economist
9:15 – 9:45	Importance of Business Planning and Business Plan Formats
9:45 – 10:45	How I Started and Grew my Specialty Food Business Courtney Smith, Bloomingcamp Ranch
10:45 – 11:00	Break
11:00 – 12:15	Preparing Your Projected Income Statement and SBDC Resources Deagon Williams, Oakland Small Business Development Center
12:15 – 1:00	Lunch
1:00 – 2:00	How I Started and Grew my Specialty Food Business Penny Granberg, Rose Lane Farms
2:00 – 2:15	Assessing Your Specialty Food Business Readiness Shermain Hardesty
2:15 – 2:45	Sharing and Q&A Courtney Smith, Penny Granberg, Shermain Hardesty, Deagon Williams, attendees
2:45 – 3:00	Break
3:00 – 4:00	Let's get started on your Business Plan Shermain Hardesty
4:00 - 4:30	Resources and Wrap-up
4:30	Adjourn

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