



# INTRODUCTION TO FLORIDA FOOD ENTREPRENEURSHIP

**2-DAY WORKSHOP AT  
2 NEW LOCATIONS**

## TAMPA BAY

**May 21-22, 2018**

8:30 a.m. to 4:30 p.m.

**Weedon Island Preserve Cultural  
and Natural History Center**

1800 Weedon Drive, NE.  
St. Petersburg, FL 33702

**Register online here**

[2018fe-stpete.eventbrite.com](http://2018fe-stpete.eventbrite.com)

Early-bird sale by May 6

## PANHANDLE

**Jun 25-26, 2018**

8:30 a.m. to 4:30 p.m.

**UF/IFAS Extension  
Okaloosa County**

3098 Airport Rd.,  
Crestview, FL 32539

**Register online here**

[2018fe-crestview.eventbrite.com](http://2018fe-crestview.eventbrite.com)

Early-bird sale by Jun 10

### Registration Fees

Type	Day 1 only	Day 2 only
Early-bird	\$100	\$150
Standard	\$125	\$200

Class size will be limited to the first 45 registrants.

**For more information, contact Soo Ahn, Assistant Professor**

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## IF COOKING IS WHAT YOU LOVE, WHY NOT DO WHAT YOU LOVE?

With growing interest in fresh local food, more people are starting their own small-scale food business, and the number of small food businesses in Florida is expected to continuously increase. To run a successful business in a competitive food market, you'll need a good business plan and basic understanding about food processing, packaging, marketing and regulatory requirements. UF/IFAS Extension's Food Entrepreneurship program can help get you started on your journey to success.

This year, the annual Food Entrepreneurship has returned as a new 2-day workshop, which provides general information on food safety, basic food science, product development, and federal and state regulatory requirements for food business (Day 1) as well as a concept of a food safety plan required under the new FSMA Preventive Controls for Human Food Rule (Day 2).

# INTRODUCTION TO FLORIDA FOOD ENTREPRENEURSHIP

## TENTATIVE AGENDA

### DAY 1: How to Start a Food Business in Florida

8:30 a.m.	Registration, Pre-quiz
8:45 a.m.	Welcome and Introduction
9:00 a.m.	What does it take to be a food entrepreneur? – Overview of starting a food business in Florida (Soo Ahn)
9:20 a.m.	Planning your business – marketing, financing and other considerations (Lisa House)
9:50 a.m.	Acidic and acidified foods – what are they and what do I need to know? (George Baker)
10:20 a.m.	Break
10:30 a.m.	Sensory testing of new food products (Charlie Sims)
10:55 a.m.	Product Development – formulation, packaging (Renée Goodrich-Schneider)
11:25 a.m.	Quality and Safety Issues (Keith Schneider)
12:00 p.m.	Catered lunch and networking
1:00 p.m.	Federal Regulations for food processors (Kim Prenter, FDA)
1:40 p.m.	Florida Regulations for food processors (Pam Owens, FDACS, Bureau of Food Inspection)
2:20 p.m.	Florida Regulations for food service business (Lisa Lambert, FDBPR)
3:00 p.m.	Break
3:15 p.m.	What's next – Using a commercial kitchen facility (Christine Nordstrom; Rise Kitchen and food entrepreneur)
3:45 p.m.	What's next – How to get your product into retail stores (Anne Lofland, Publix)
4:15 p.m.	Question and Answer session, Post-quiz, and Evaluation
4:30 p.m.	Adjourn

### DAY 2: Understanding a Food Safety Plan

8:30 a.m.	Pre-test
8:40 a.m.	Welcome and Introduction (Soo Ahn)
8:50 a.m.	Introduction to Food Safety Modernization Act (Renee Goodrich)
9:20 a.m.	Overview of Food Safety Plan (Soo Ahn)
9:50 a.m.	Understanding Good Manufacturing Practices and Prerequisite Programs (George Baker)
10:20 a.m.	Break
10:35 a.m.	Overview of a food safety plan example (Matt Krug)
10:50 a.m.	Food Safety Hazards (Keith Schneider)
11:45 p.m.	Catered lunch and networking
12:50 p.m.	Preventive Controls: Process and Supply-Chain (Matt Krug)
1:40 p.m.	Preventive Controls: Allergen and Sanitation (Amy Simonne)
2:15 p.m.	Break
2:30 p.m.	Validation, Verification, and Record-Keeping (Keith Schneider)
3:15 p.m.	Traceability and Recalls (Renee Goodrich)
4:00 p.m.	Review of a food safety plan example (Matt Krug)
4:20 p.m.	Question and Answer session, Evaluation
4:30 p.m.	Adjourn