

Wisconsin Department of Agriculture, Trade and Consumer Protection: Edible startup summit offers training for food business entrepreneurs; registration closes Nov. 9

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MADISON – Registration closes Nov. 9 for the 2017 Edible Summit, a two-day training program offering comprehensive and interactive information on how to develop a local food business. Co-hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection's Agriculture and Food Center and Dane County UW-Extension, the summit will be held Nov. 17-18 at the American Family Center in Madison.

If you're considering starting a local food business, are already in the early stages of development or looking to diversify, then the summit may be just for you.

Local and regional experts will provide information on a wide range of topics, including: how to raise money to start or grow a food business; creating a unique brand; current market trends; food safety requirements; how to get a product onto the grocery shelf; how to do a demo; how to work with a distributor; and business concept planning. Attendees will also have the opportunity to meet one-on-one with industry veterans and network with other entrepreneurs.

Confirmed speakers/presenters include: Peter Robertson, RPs Pasta; Gail Ambrosius, Gail Ambrosius Chocolatier; Gage Mitchell, Modern Species; Paul Dietmann, Compeer Financial; Tara Ingalls, Tingalls Graphic Design, Inc., Marie Raboin, Brix Cider; and Tara Johnson, UW-Extension Food and Finance Institute. DATCP Food Safety specialists also will serve as presenters.

The registration fee is \$50 for one day; \$75 for both days. Registration closes Thursday, Nov. 9. To register, or to learn more about the summit, visit <http://www.ediblestartup.com/>

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