

Edible Extended

Tuesday, August 25th

Creating a Product 9:00-10:15am

*Jonny Hunter from Underground Meats, Peter Robertson from RP's Pasta
& Deirdre Birmingham from The Cider Farm.*

Hear from a panel of experienced experts on how important steps to creating a quality product. How to source your products locally, how to find necessary equipment, how to work with a co-packer, and Q&A.

Market Research 10:30-12:00pm

Tera Johnson of UW Food Finance Institute and formerly of tera'swehy

Building on her presentation from Monday at Edible Startup Summit, Tera will share ways to identify your target customer, and who you should be reaching out to when starting a food business.

Lunch 12:00-1:00pm

Catered by Working Class Catering

Licenses, Labels and Regulations (Oh, My!) 1:00-2:00pm

Peter Hasse & Cindy Klug of DATCP's Division of Food Safety

DATCP's "In the Know" people will help you learn what licenses you'll need to operate your food business, what you need to include on your product label, and other regulations you maybe haven't thought of yet!

One-on-One Consulting Sessions & Networking Sessions 2:00-3:30pm

Meet 1:1 with the expert speakers from the workshop to ask in-depth questions.

Sign-ups for 20 minute sessions will be emailed at a later date, prior to the workshop. See below for the list of consultants.



**EDIBLE
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Edible Extended

Wednesday, August 26th

Developing a Winning Brand 9:00-10:15am

Cricket Design Works

Learn about what a good, well thought out brand can do for you...and how to do it!

Move Over 10:30-12:00pm

*Brenda Jensen from Hidden Springs Creamery, Nicholas Ewald from Wisconsin Packaging,
and Megan Minnick from Willy Street Cooperative*

Ok, you have your brand, and product ready to go, how do you get it onto the grocery shelf?
Hear from a panel of experts who will discuss how to package your product appropriately
and how to make your product stand out when it's on that shelf.

Lunch 12:00-1:00pm

Catered by Working Class Catering

Marketing 101 1:00-2:00pm

TBA

Getting your product into the hands of new customers! Learn the nitty gritty details to good,
successful marketing from industry experts.

One-on-One Consulting Sessions & Networking Sessions 2:00-3:30pm

Meet 1:1 with the expert speakers from the workshop to ask in-depth questions.

Sign-ups for 20 minute sessions will be emailed at a later date, prior to the workshop. See
below for a list of consultants.



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Tuesday's Consultants

Sign-ups for consulting sessions will be sent out one week before Edible Extended begins.

Tera Johnson

Tera was the founder of tera'swhey® and is currently with the Food and Finance Institute at UW-Extension

Peter Robertson

RP's Pasta

Peter Robertson is the founder & CEO of RP's Pasta Company in Madison. Peter started RP's Pasta Company in 1995 to share the wonderful experience he had of eating really fresh pasta from his travels in northern Italy.

Jonny Hunter

Underground Food Collective

Jonny is one of the original members of the Underground Food Collective and serves as V.P. of research and Development.

Cindy Klug

WI Department of Agriculture, Trade and Consumer Protection

Administrative Manager for DATCP Meat Safety & Inspection Bureau

Peter Hasse

WI Department of Agriculture, Trade and Consumer Protection

Administrative Manager for DATCP Food Safety & Inspection Bureau

Deirdre Birmingham

The Cider Farm

Co-founder of The Cider Farm started an organic cider apple orchard in southwestern Wisconsin for the purpose of making fine-crafted ciders and brandy.

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Brenda Jensen

Hidden Springs Creamery

Brenda makes handcrafted, award-winning cheese on her farm in the Driftless Region of Wisconsin.

Kristen 'Cricket' Redman

Cricket Design Works

Kristen leads a small creative agency here in Madison. Started in 2002, they have a diverse portfolio and have worked with many food business to create successful branding.

Cindy Klug

WI Department of Agriculture, Trade and Consumer Protection

Administrative Manager for DATCP Meat Safety & Inspection Bureau

Peter Hasse

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