

media release

Colorado Department of Agriculture
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Register Today for Annual Food Marketing Workshop

LAKEWOOD, Colo. –There is still time to register for the “Marketing Your Food Product” workshop. The full day seminar is on Thursday, April 19 at the Community College of Aurora, 16000 E. CentreTech Parkway, Aurora, Colo.

“This workshop has something for everyone involved in the food industry, regardless of how long they’ve been in business,” said Wendy White, marketing specialist for the Colorado Department of Agriculture. “The information presented at this event offers valuable tools that can help Colorado food businesses succeed.”

The one-day workshop features practical advice from professionals covering a variety of topics such as creating a brand, developing a marketing plan, rules and regulations, small business resources, social media and more. In addition to the presentations, participants also have an opportunity to learn from their peers by networking with representatives from other food processing companies.

Speakers include Dawn Thilmany McFadden and Janice Brown, Colorado State University; John Recca, BrandWerks Group; David Bloom, Stinkin' Good Green Chile; Ken Margel, KM Food Consulting; Mike Schultz, Sedulous Foods; Paul McLean, Whole Foods; Courtney DeWinter, DeWinter Comm; Amy McDowell, Small Business Administration; Julie Bush & Rebekah Spetnagel, On The Menu; Clark Wilson, Colorado Department of Public Health & Environment; and Kyle Schlachter, Colorado Wine Industry Development Board.

The registration fee is \$35 per person if postmarked by April 6 and \$45 after the deadline. Registration includes the program, workshop materials, continental breakfast and lunch. Pre-registration is required.

For more information or to register, visit www.coloradoagriculture.com or contact Wendy White at (303) 239-4119. The workshop is sponsored by the Colorado Department of Agriculture and Aurora Small Business Development Center.

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