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Experts To Share Advice During Local Food Marketing Workshop

LAKEWOOD, Colo.— Colorado continues to be an incubator for a variety of food entrepreneurs. An educational workshop on Thursday, April 17, will help food manufacturers market their locally made products. The workshop is from 8am to 5pm at the Community College of Aurora, Fine Arts Building, 16000 E. CentreTech Pkwy., Aurora, Colo.

“This popular workshop is designed to help businesses learn how to effectively market their products,” said Wendy White, Marketing Specialist for the Colorado Department of Agriculture. “Whether a company is just getting started or has been in business for years, the workshop offers something for everyone.”

The one-day workshop features practical advice from professionals covering a variety of topics such as regulations, hot industry topics, building your brand, product promotion, how to work with retailers, 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.

“The goal of the Aurora Small Business Development Center is to help local existing and new businesses succeed, grow and prosper, and we are excited to co-sponsor this great workshop,” said

Chuck Hahn, Small Business Specialist for the Aurora Small Business Development Center. “The agenda is packed with great speakers who will share experiences and information with attendees.”

Speakers include Dawn Thilmany McFadden, Colorado State University; Julie Bush, On The Menu; John Recca, BrandWerks Group; Debbie Knapp, Natural Grocers by Vitamin Cottage; Courtney DeWinter, DeWinter Comm; Elizabeth Mozer, LoCo Foods; Danny White, Ace; Rich Schneider, Raquelitas Tortillas; Steven White, Small Business Administration and Chuck Hahn, Aurora SBDC.

The registration fee is \$35 per person before April 4 and \$45 after the deadline. Registration includes the program, workshop materials, continental breakfast and lunch. Online pre-registration is required, and processing fees for electronic checks and credit card orders apply.

For more information or to register, visit www.coloradoagriculture.com or contact Shaina Knight at (303) 239-4371. The workshop is sponsored by the Colorado Department of Agriculture and the Aurora Small Business Development Center.

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