



Wednesday August 24th 8am to 6pm

8:00am-8:30am

Refreshments and Networking

8:30am-9:00am

Welcome and Kickoff

9:00am-10:30am

Keynote: Trends in the Food Sector & Market Research
with Tera Johnson of the UW-Extension Food Finance Institute & formerly of tera'swhey®
Response Panel: Matt D'Amour of Yumbutter & Jonny Hunter of Underground Meats

10:30am-10:45am

Morning Break

10:45am-12:00pm

Entrepreneur Panel
Hear from local food entrepreneurs on examples of social enterprises, sourcing local, challenges & struggles of owning a food business, and food trends
With Fizzleology Foods, Off the Block Salsa, Square Harvest, FillMyRecipe, and Mudd Creek

12:00pm-1:00pm

Lunch
Catered by Working Class Catering
Chilled seasonal soup and salad

1:00pm-2:00pm

Product Development
with Andy Gehl of Contract Comestibles

2:00-3:00pm

Creating your Business's Story through Branding
with Cricket Design Works

Reaching Your Perfect Customer with Social Media Marketing
with Foxwell Digital

3:00-4:00

This informational workshop will provide step-by-step instructions on how to create, launch, and continually optimize various Facebook/Instagram paid marketing strategies for your business. Whether your goal is to sell products online or in-store, deepen your brand recognition, engage with your customers on social media platforms, or host successful, well-attended events, this workshop can help jumpstart your marketing efforts while sticking to a tight budget.

4:00-6:00

Product Demos (by the folks who've done it before!)
Reception, Resources & Networking

Thursday August 25th 8am to 4pm

8:00am-8:30am

Refreshments and Networking

8:30am-8:45

Welcome

8:45am-9:45am

Participant Pitches

(This means you!)

9:45am-10:45am

Business Concept Planning

with Jim Gage of Jim D. Gage Consulting

A 101 session about how to identify your target audience, unique value proposition, getting your idea on paper or into production, and using a lean canvas.

10:45am-11:00am

Morning Break

Marketing & Packaging

*with Jamie Lamonde: Marketing Director at Kickapoo Coffee & Edible Madison Publisher
and Nicholas Ewald of Wisconsin Packaging*

11:00am-12:00pm

Nicholas will share how you can get your product into packaging that works for you, catches your customer's eye, and doesn't fall off the grocery shelf! Then, hear some tried & true marketing methods from Jamie!

12:00pm-1:00pm

Lunch

*Catered by Working Class Catering
Fajita Bar*

1:00pm-2:00pm

Licenses, Labels, and Regulations (Oh, My!)

with DATCP's Division of Food Safety

Hear directly from the regulating body for the state's food producers on the rules and requirements of starting a food business.

2:00pm-4:00pm

**1:1 Consultations with Industry Veterans and Experts
Product Demos (by you!) and Resources & Networking**

Friday August 26th 8am to 4pm

8:00am-8:15am

Welcome, Refreshments and Networking

8:15am-9:00am

Getting your product on the shelf

with Megan Minnick of Willy Street Coop

Want to know the do's and don'ts of approaching a retailer to carry your product? Megan will tell you all you need to know!

9:00am-9:45am

Working with Distributors

*with Martha Davis Kipcak of Martha's Pimento Cheese
and Jamie Croskey Fortune Fish & Gourmet Foods*

Hear from Martha on her experiences working with a distributor, how she found them, and how it impacted her business. Joining her will be Fortune Fish & Gourmet Foods, a regional distributor who will tell you what distributors look for when adding a new product.

Morning Break

10:00am-11:00am

Finding Funding Sources

with Tera Johnson of the UW-Extension Food Finance Institute and formerly of tera'swhey®
Tera will tell you about the different types of funding available, how to secure funding, and how much money you'll need to get to where you want your business to be.

11:00am-12:00pm

1:1 Consultations with Industry Veterans and Experts Resources & Networking

12:00pm-1:00pm

Lunch

Catered by Working Class Catering

Grilled tomato, pesto and cheese sandwiches & seasonal salad

1:00pm-4:00pm

Tours: FEED Kitchens and Madison Enterprise Center



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