

## **EDIBLE FOOD STARTUP Lunch and Learn**

### **Developing Local Food Products-Local Opportunities**

- ◆ Update and application of Wisconsin Pickle and Cookie Laws for entrepreneurs
  - ◆ Developing your food product idea to market
  - ◆ Area food entrepreneur who has product in 62 retail locations

**January 18, 2018, 11:30-1:00 p.m.**

**UW-Extension, 211 Hickory Street, Mauston, WI 53948**



**Tera Johnson**  
Founder of the Food Finance Institute at UW-Extension

**Tera Johnson** is a serial entrepreneur whose mission is to create the next generation of environmentally and economically regenerative food and farming businesses. The founder of teraswhey®, Tera participated in the full arc of creating a successful investor-financed company. Now the founder of the Food Finance Institute at UW-Extension and winner of the [Chancellor's 2017 Wisconsin Idea Award](#), Tera is a frequent speaker, teacher, and financial consultant to sustainable food and farming businesses, social venture funds, and investors.

**Brian Jorata** is a Food Scientist-Licensing Specialist with the Bureau of Food and Recreational Businesses within the Wisconsin Department of Agriculture, Trade and Consumer Protection. He works with new operators helping them understand the facility requirements, food safety, and public health impact when starting a food, dairy or recreational business.



**Brian R. Jorata**  
DATCP  
WI Dept. of Agriculture, Trade and Consumer Protection



**Wendy Storandt**  
Storandt Farms, Mindoro, WI

**Wendy Storandt** produces homemade jams, salsas, and jellies from her family farm near Mindoro in a state inspected commercial kitchen. She has product in over 60 retail locations in western Wisconsin. She has about seven acres of gardens for use in her product lines and in her CSA-Community Supported Agriculture program. Consumers contract with a farmer producer and receive product throughout the growing season. She currently has 27 varieties of jams and jellies, and four varieties of salsas.

### **AFTERNOON SESSION (same location)**

**\$5 Per Person**

- 1:30 Panel Presentation and Forum**
- 2:00 Break and Refreshments—samples of local food products**
- 2:30 15 minute rotation-individual table topics to choose from**
- 3:00 Adjourn**

**As part of the *Lunch 'N Learn* Educational Program Series brought to you by Juneau County UW-Extension**

**RSVP by January 16, 2018 4:00 pm**  
**gary.kirking@ces.uwex.edu / 608-847-9329**

**Pre - registration is appreciated due to limited seating and meal planning.**

**Adults \$15 - Students \$10** Includes local food specialties lunch, materials, and presentation.

Make checks payable to 'Juneau County Treasurer'



#### **Collaborative Partners**

- University of Wisconsin Extension, Juneau County Community Development
- Mauston Area Chamber of Commerce
- Mauston Area Schools
- Juneau County Economic Development Corporation