

21 Acres School

21 Acres is a nonprofit school dedicated to teaching people how to grow, eat and live sustainably.

Intro to Food Processing

Course Description

Are you interested in launching your own specialty food business but overwhelmed about where to start? Or, have you started, but need encouragement and help to overcome barriers?

This class can help. **Learn about processing food in five sessions, including preservation of value-added farm products.** Entrepreneur and special food business owner, Dale Nelson, will teach the following topics:

- **Gain an understanding of the specialty foods market** -- Learn what entrepreneurial skills are needed to be successful and how to build the expertise to succeed.
- **Explore a business framework** – Understand the benefits and drawbacks of sole proprietorship, LLC, standard corporations and partnerships. Become familiar with accounting side of a special food business.
- **Developing specialty foods** -- Just what does it take to bring your product to market? Learn from case studies. Meet folks who own their own specialty food businesses and gain from their wisdom.
- **Marketing specialty food** – Develop a strategy for wholesale and retail relationship-building, including how to bring foods to grocers and farmers markets. Determine what role social marketing can play to generate sales and how to build demand from the web.
- **Plus, How to keep it all going** – Starting a business is one thing, but keeping it going is another. Get a jump start on your business plan and begin drafting it during class.



During this course, students will work as a group on sample products, including food formulations, modeling a test batch and learning how to meet county and state regulations.

Faculty

Dale Nelson brings to the table 25 years of experience in the

food business and a true passion in the artisan food environment. Dale is owner and founder of Food Concepts, Inc. (a full-service specialty food development company in Washington State) and Woodring Northwest. Founded in

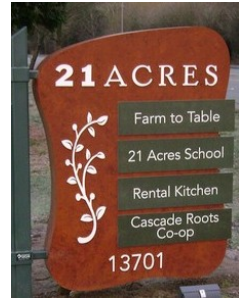
1991, the company drew upon Dale's expertise in product innovation and development and a desire to create a quality specialty food experience, establishing the diverse organization that exists today.



About Us

The **21 Center School** offers continuing education classes that focus on principles of sustainable agriculture including those related to not only food and food systems, but also home energy and water conservation, tools for local economic development, and quality of life improvements for our community. Core courses and individual elective classes are provided in three key areas, Growing, Eating and Living. The **21 Acres School** offers a **✦ Sustainability & Stewardship Certificate Program**. Courses and classes are eligible for continuing education units (CEUs) to be applied toward the Certificate. For more information about the Certificate Program please visit our website, www.21acres.org.

We situate much of the learning in our LEED Certified green-built Center for Local Food and Sustainable Living on the north side of our farming acreage. **Please come for a visit.**



Enrollment/Registration

Enrollment — In order to take this course students must first enroll in 21 Acres School as a student. Enrollment is \$45 for a two year period. Enrollees receive advance notice of class availability and on occasion special discount offers on classes.

Registration — Register at the same time you enroll by following the steps below.

- 3 ways to Enroll/Register:**
1. Call (425)481-1500
 2. Email, deb@21acres.org
 3. Online, www.21acres.org

Classes fill quickly. Register early to avoid disappointment.

Intro to Processing

Register by Feb. 15, 2012

Course Fee: \$195

Be sure to ask about the 21 Acres Membership Discount

21 Acres admits students of any race, color, national and ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school. We do not discriminate on the basis of race, color, national and ethnic origin in administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school-administered programs.

Class sessions

This is a five week course, meeting Thursdays for two hours at 21 Acres — **Plus, attend a preview FREE Intro Session on Feb 23.**

February 23 (FREE Intro) 6:30-8:30 pm
 March 1 6:30-8:30 pm
 March 8 6:30-8:30 pm
 March 15 6:30-8:30 pm
 March 22 6:30-8:30 pm
 March 29 6:30-8:30 pm

This is the first Core Course in the Eating Series of classes. Watch for notice of details about upcoming courses related to this theme. **Sign up for notices and newsletters at www.21acres.org**

Certification

Enroll, register and attend this class and receive CEUs toward the **✦ Sustainability & Stewardship Certificate**.

