

From the viewers of the “Starting a Specialty Food Business” video

“Watching this video really
helped me get started without
spinning my wheels.”

•
“Knowing how helpful
regulators can be in starting
my business was worth the
money.”

•
“This will be a great resource
to help my clients understand
what it takes to start their own
food business.”

For more information:

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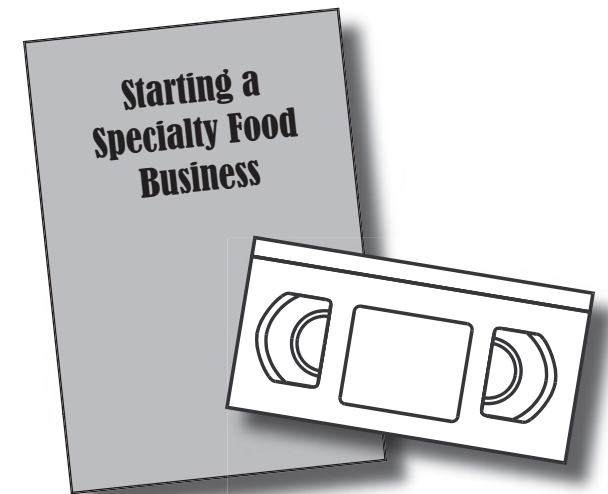
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Starting a Specialty Food Business

Knowing What Questions to Ask and Where to Find the Answers

~A Video and Resource Guide~



MONTANA STATE UNIVERSITY EXTENSION

BOZEMAN, MONTANA 59717



Running a food business may be a profitable venture for Montana's farmers and entrepreneurs, but getting started can be a challenge. To help, the Montana State University Extension Service has produced a video that will aid Montanans in tapping into "value added agriculture" food markets.

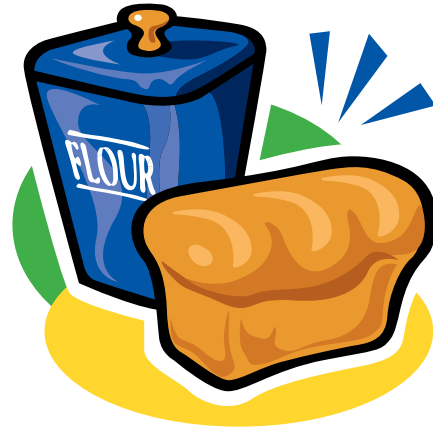
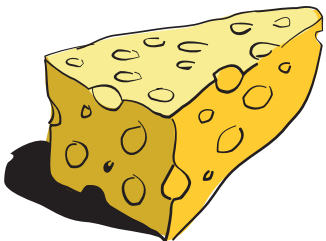
The video was produced in collaboration with:

- Montana Department of Agriculture
- Montana Department of Livestock
- MSU College of Agriculture
- Intertribal Agriculture Council
- State and local sanitarians
- Food industry representatives
- Successful Montana food producers

"Although Montanans have always been known for their gutsy pioneer spirit, any time you start a business of your own it's always scary.

"I believe this video is a huge step in ridding Montanans of some of the fear involved in starting their own food businesses. It's also a great resource."

**—Entrepreneur Renita Thomas of
Renita's Specialty Sauces in Black
Eagle, Montana**



Many factors are involved in starting a food business. The video and resource guide address the following issues:

- Getting started in the food business
- Developing a business plan and marketing strategy
- Determining the feasibility of your project
- Product development- quality control and food safety
- Labeling requirements and assistance
- Packaging and co-packing
- State and federal regulations
- State and federal agencies contact information
- Other Montana resources contact information

The resource guide, which accompanies the video, acts as a "one-stop shopping" reference list to assist entrepreneurs. The resource guide, which comes with the video, can also be downloaded free of charge at:

<http://www.montana.edu/extensionnutrition>

**TO ORDER YOUR COPY OF "STARTING
A SPECIALTY FOOD BUSINESS"
(VIDEO #44)**

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