

## **Module 1 – Business Plan**

### Part 1:

- Hobby vs Business
- Pre-business checklist
  - Personal Life
  - Current Financial Status

### Part 2:

- What is your idea of success?
- What is your food business idea?
- What is your food product?
- What certifications, trainings, licenses are needed?
- Where will you make your product?
- How will you package your product?
- Where will you sell your product?
- How will you store, transport, or ship your product?

### Part 3:

- Do you know your competition?
- Who are your customers and why will they buy from you?
- What will you need to buy to get started?
- What supplies will you need for production and where can you get them?
- What other expenses might there be?
- Where will you get your money to start?
- Thinking about Risk
- Next Steps

## **Module 2 – Food Regulations**

### Part 1:

- Why is Regulation Necessary
- Who Regulates Food Production
  - Federal
  - State/Local
- Example
- Selling Processed Foods

### Part 2:

- FDA Requirements for Specific Foods
- Information Needed by Process Authorities
  - Examples of pH and Water Activity
- Bottled Foods
  - Exempt Products
  - Acid or Predominantly Acid
  - Acidified Products
  - Low-Acid Products
- Refrigerated Foods
- Low-Moisture Foods

### **Module 3 – Finances and Profit**

#### Part 1:

- Hobby vs. Business
- Definitions and calculations of costs, profit and margins
- Analysis of costs, profit, margins
- Enterprise budgets

#### Part 2:

- Sensitivity Analysis
- Examples

### **Module 4 – Labels**

#### Part 1:

- Required Label Components
  - Statement of Identity
  - Net Content Statement
  - Information Panel
  - Ingredient Statement
  - Allergen Statement
  - Nutrition Facts
- Small Business Exemptions

#### Part 2:

- Other FDA Components
- Organic Labeling
- Natural Labeling
- Bioengineered Food
- Recalls for Labeling Issues
- Lot Codes and Product Records
- Best By/Use By Dates
- Other Labeling Issues

### **Module 5 – Bringing it all together**

- Where to go from here
- Common pitfalls and missteps
- Putting the pieces together

### **Module 6 (Optional) – Home Based Food Businesses**

#### Part 1:

- Cottage Program
- Homemade Foods Act
- Licensing, Registration Requirements
- Types of Food Products Allowed
- Labeling Requirements
- Allowed Sales Locations
- Exercise

#### Part 2:

- Why Food Safety Matters
- Equipment Condition

Cleaning and Sanitizing  
Other Questions to Ask