

# WORLD OF WORK

**Website to Visit:**  
<http://www.nebraskaentrepreneur.com/>

## “Recipe to Reality”

The one-day “Recipe to Reality” seminar is the first step in developing a food business. It is specifically designed to provide entrepreneurs with an understanding of the key issues they will need to consider when starting a food business. Participants include individuals interested in marketing a family recipe, individuals with a product idea or concept, producers considering adding value to an agricultural product, restaurateurs exploring the manufacturing of a house specialty and storeowners contemplating the development of private label products.

By attending “Recipe to Reality,” entrepreneurs gain in one day information that could take months to research on their own. You will acquire valuable knowledge on the basics of starting a food business. The seminar helps attendees understand the challenges of starting a food business and allows them to make an informed decision as to whether developing a business is the right choice for them.

Upcoming Seminars: November 3, 2012 - Lincoln, NE; January 12, 2013 - Lincoln, NE; February 16, 2013 - Spencer, IA; March 16, 2013 - Lincoln, NE; March 23, 2013 - Mt. Pleasant, IA; May 10, 2013 - Lincoln, NE; May 17, 2013 - Chicago, IL; August 16, 2013 - Lincoln, NE; October 26, 2013 - Lincoln, NE

For a registration packet, please contact Jill Gifford at (402) 472-2819 or [jgifford1@unl.edu](mailto:jgifford1@unl.edu).

"Recipe to Reality" provides a general overview of the many issues involved in developing a food manufacturing business. Seminar topics address important questions that every entrepreneur should consider:

- Market research and selection
- Product and process development
- Food regulatory issues and agencies
- Packaging and labeling
- Pricing and cost analysis
- Product introduction and sales
- Promotional material package
- Food safety and sanitation
- Business structure

## Career Explorer by Nebraska 4-H

Get started on the right path to making smart life choices with the [Career Explorer Website](http://careerexplorer.unl.edu/) (<http://careerexplorer.unl.edu/>) and [Career Explorer iPad App](https://itunes.apple.com/us/app/career-explorer-4-h/id457621702?mt=8) (<https://itunes.apple.com/us/app/career-explorer-4-h/id457621702?mt=8>) from University of Nebraska–Lincoln Extension, Nebraska 4-H, and the Institute of Agriculture and Natural Resources.

