

A close-up photograph of a loaf of bread and several slices on a metal cooling rack. The bread is a rich, dark brown color, suggesting it might be a whole grain or rye loaf. The slices are cut and arranged in a way that shows the texture of the crumb. The background is a warm, out-of-focus orange-brown color.

STARTING A Craft Food Business IN IDAHO

A Comprehensive Guide for Idaho Craft Food Producers
2023 Edition



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You have a terrific recipe for a unique salad dressing. Your family and friends have raved about the dressing for years and are encouraging you to bottle and sell it. It's true, everyone loves your secret recipe and it has made a nice gift on more than one occasion. It sounds simple - turn your labor of love into a profit! Create your own "craft food business."

However, a lot of planning is required when starting your new craft food business. A few questions you will need to answer are:

- What do I name my product?
- Who will purchase my product?
- How do I price my product?
- Where do I sell my product?
- How do I package and label my product to appeal to my target demographic?
- Where do I make my product commercially?
- How do I grow my business?
- How do I fund my new enterprise?

Don't be intimidated by this list of questions. There is an abundance of information and technical advice available to you as a budding food entrepreneur. Many successful craft food businesses have been built in Idaho from family-favorite recipes, quality local ingredients, and a lot of hard work. The secret to success is thorough research and a commitment to quality.

This handbook will discuss the major considerations involved in building a craft food business in Idaho. It will offer tips on how to avoid pitfalls and provide contacts in both the public and private sectors, and will be a valuable resource as you pursue your new business venture.

Getting Started

Idaho State Department of Agriculture

The Market Development Division of the Idaho State Department of Agriculture is a public resource providing marketing assistance to Idaho's food and agriculture industries. The Market Development Division offers the following services to you:

- Domestic and International Market Information
- Trade Shows
- Promotional Events
- Workshops and training
- Potential Buyer Contacts
- One-on-one consultations regarding packaging, labeling, marketing, regulatory compliance, and social media training

Idaho State Department of Agriculture
Market Development Division
2270 Old Penitentiary Road
Boise, ID 83712
Tel: (208) 332-8530
Email: marketing@isda.idaho.gov
Web: agri.idaho.gov



University of Idaho Extension

The University of Idaho Food Technology Center (UIFTC) is an excellent resource. The UIFTC is a pilot plant, food processing research facility that includes a small scale commercial food processing facility for entrepreneurs that wish to produce packaged food products for resale. They offer educational assistances as well as logistical support (i.e. forklift service, cold storage) and technical support (i.e. pH and water activity testing) for clients, some of which rent the commercial kitchen and receive hands on training with the specialized processing and packaging equipment they may need to safely and efficiently produce their own packaged food products.

Univeristy of Idaho
Food Technology Center
1908 E. Chicago Street
Caldwell, ID 83605
Tel: (208) 795-5331
Email: ftc@uidaho.edu
Web: uidaho.edu/cals/food-technology-center



Where to Process Your Product

Your own Kitchen–Cottage Food Operation

Under the Idaho Food Code, cottage foods are specific foods that can be made in a person's home or other designated location and sold directly to a consumer, within the state of Idaho, through farmers' markets, home sales, roadside stands, online or mail order (in-state), personal delivery, or delivery service without regulatory oversight. Neither the local Public Health District nor the Idaho Department of Health and Welfare require a cottage food producer to obtain a food establishment permit or license. However, as a cottage food operation, you will need to have a sales tax permit and may need a business license depending on which city or county you live in. The Idaho Department of Health and Welfare (DHW) maintains updated information related to cottage foods on the Food Protection Program's website at www.foodsafety.idaho.gov.

Cottage Foods include foods that are defined as low-risk, and non-Time/Temperature Control for Safety (non-TCS).

The list below contains examples of non-TCS foods that are allowed (check DHW's Food Protection Program website for the most current list):

- Baked goods that do not require refrigeration
- Fruit jams and jellies
- Honey
- Vinegars
- Fruit pies
- Breads
- Cakes that do not require refrigeration
- Pastries and cookies that do not require refrigeration
- Candies and confections that do not require refrigeration
- Dried fruits
- Dry herbs
- Dry seasonings and mixtures
- Cereals
- Trail mixes and granola
- Nuts
- Popcorn and popcorn balls
- Tinctures that do not make medicinal claims

To determine if your product can qualify as a cottage food, contact your local Public Health District and complete the Cottage Foods Risk Assessment Form found at www.foodsafety.idaho.gov. This should be reviewed by and signed by an Environmental Health Specialist from the local Public Health District that covers the county where your product will be processed.

Idaho Food Code

All other food operations that do not fall under the Idaho Cottage Food law must submit a written application for a food establishment license on forms provided by your local health district.

For more information visit foodsafety.idaho.gov.

To find your local Idaho Health District Office, please refer to Appendix C.

Cottage foods do not include:

- Low acid canned foods (such as canned fruits, canned vegetables, canned meat, and canned pie fillings)
- Fermented foods (such as cheese and yogurt)
- Acidified foods (such as pickled products and canned salsa)

If your recipe includes one or more of these items, you will need to produce it outside of your home in a commercial kitchen.

You will not be covered under the Idaho Cottage Food law if any of the following apply:

- Your food product does not qualify as a cottage food
- You want to sell your products outside of the State of Idaho
- You want to sell your products to retailers, distributors, or brokers
- Your home kitchen is not suitable

Commercial Kitchen Facilities

Commercial kitchens are licensed facilities designed for food production. There are commercial kitchens available for use throughout the state, or you might be able to rent space in a local restaurant, church, school, or community center kitchen that has been approved by your local Health District. A list of Idaho commercial kitchens can be found at www.agri.idaho.gov/main/marketing in the Publications and Resources section under the Marketing tab.

Co-Packing

As your company grows, your current processing location may not be the most convenient for developing new products, expanding product lines, or increasing production. Under a co-packing arrangement, you contract with an existing food processor to manufacture and package your product using your recipe, your quality specifications, and your labels. To ensure a successful product launch you will want to visit the processing facility and oversee initial production runs before committing to working with a new co-packer. A list of Idaho and pacific northwest co-packers can be found at agri.idaho.gov/main/marketing in the Publications and Resources section under the Marketing tab.

Shared Processing Facility

Another option is a shared or cooperatively-owned kitchen or processing facility which may offer a range of services, from a simple lease of common kitchen space to an opportunity to invest in a production cooperative, which enables members to pool equipment, packaging and input materials, product liability insurance, shipping costs, and even marketing and promotional expenses.

Planning for Growth

Increasing production from a single batch to commercial scale may require some modifications to your recipe and possibly the addition of stabilizers, emulsifiers, and preservatives. This does not mean that your quality or taste needs to be compromised, but that adjustments may be necessary.

We recommend you seek the technical advice of qualified food technologists on the safety of your ingredients, shelf life, nutritional content, and toxicology. Many of your questions can be handled over the telephone, but some require laboratory analysis. There are several privately run laboratories and registered dieticians which can assist you.

You can find **Food Processing & Laboratory Resources** and a list of **Food Processing Publications** in *Appendix B* of this book.

Permits, Licenses, and Regulations



Health Licenses

As mentioned earlier, you are not permitted to manufacture your food product in your home kitchen unless you comply with the Idaho Cottage Food Law. If you opt to use a commercial kitchen it will need to meet minimum requirements spelled out in the Idaho Food Code, which governs food sanitation standards for food establishments.

Under the Idaho Food Code, you must submit a written application for a food establishment license on forms provided by one of the seven regional health department districts within Idaho that covers the county where your product is processed. The health district's environmental health official must review and approve your processing facility plans prior to retrofit and/or construction. A final inspection will be made prior to licensing. Some of the areas that will be covered in this plan review and on-site inspection include the following:

- Site plan, floor plan, and mechanical plan
- Construction materials for floors, walls, and ceilings
- Plumbing: Separate sink for worker sanitation
- Processing equipment
- Food safety and sanitation training
- Quality control checks
- Packaging and labeling
- 3-compartment sinks for equipment clean-up
- Source and storage of ingredients, including processing steps

Once approved, this will license the operator, who is the actual food processor, and is valid for one calendar year. The license only applies to the product you are making and how it is being processed in a specific kitchen. If you add a product, change the process, or move to a different kitchen, you need to get a new approval from the health district. You will also need to renew your license at the beginning of each calendar year.

If you are using a facility that is already approved, you still need to obtain a license from the local health district for your personal business.

Business Licenses

Depending on where you live, you may be required to obtain a business license from the city or county. To find out if your specific business activities require a license or is regulated in some way by your local authorities, contact your local county or city's clerk or recorder's office.

Local Health Districts

There are seven regional health department districts in Idaho. Refer to *Appendix C* to see which covers the county where your product will be processed and which to report to for assistance.

Accredited Food Protection Manager Requirement

Beginning July, 1, 2018, at least one employee that has supervisory and management responsibility, and the authority to direct and control food preparation and service, shall be a Certified Food Protection Manager who has shown proficiency of required information through passing an accredited test.

An accredited food protection manager must meet the following criteria:

1. Have supervisory authority to direct and control food preparation activities
2. Have supervisory authority to correct food safety violations
3. Have successfully completed one of the nationally accredited food safety examinations
4. The Certified Food Protection Manager does not need to be present, but will need to be available if issues arise during food preparation times

For more information regarding various training options, contact your nearest district health office.

Food and Drug Administration Regulations



The U.S. Food and Drug Administration (FDA) regulates food manufacturers that are selling food products in interstate commerce or producing specific high-risk foods.

For small-sized food processors which do not have a significant percentage of interstate sales, the FDA will contract with an Idaho state agency to inspect these facilities - currently the State Health and Welfare Department (health districts). To determine whether your company will fall under the FDA's jurisdiction, you must contact your district health department.

In addition, when first engaging in the manufacturing, processing, or packaging of acidified (AF) and low-acid canned foods (LACF), such as canned salsa or soups or pickled products, a commercial processor shall register with the FDA and may also need to attend the Better Process Control School (BPCS). Information on the scheduled process of each AF in each container size as provided through a processing authority shall be provided to the FDA. Forms and instructions can be found at www.fda.gov/Food/. The BPCS, established by the FDA, is a class which is usually instructed by a Processing Authority at a major University and is required and intended for operating supervisors of commercial food canning operations who are in a plant at the time a canned food product is packed and processed. Your health inspector or the FDA will tell you if this is a requirement for your food product(s).

As part of the Bioterrorism Act of 2002, all companies that manufacture, process, pack, or hold food for human or animal consumption must register online with the FDA. There is no fee for the registration but it must be renewed every 2 years.

U.S. Department of Agriculture (USDA) Regulations

If a packaged product for resale contains, by weight, 1.) three percent or more of raw meat or two percent or more of cooked meat products, or 2.) more than 2 percent cooked poultry meat or more than 10 percent cooked poultry skins, giblets, or fat, the processor will fall under USDA inspection which requires a detailed Hazard Analysis Critical Control Point (HACCP) Plan and a Food Safety and Inspection Service (FSIS) inspector on-site during processing. For questions about USDA requirements, contact the Small Plant Help Desk at 1-877-FSISHELP (1-877-374-7435) or email infosource@usda.gov.

When developing a USDA inspected label for food products, your label may need to be approved by the USDA, through FSIS and their Labeling and Additives Policy Division (LAPD). The distinctions are listed as follows:

USDA Label Approval Not Necessary (Generic Label Approval):

Prior approval by FSIS is required for all labels used for meat and poultry products before those products may be marked in interstate commerce. USDA (through FSIS) is authorized to exempt from its regulatory coverage for food products which contain meat or poultry "only in relatively small portion or [if] historically have not been considered by consumers as products of the meat food industry."

There are numerous types of generically approved labeling that does not need to be submitted to FSIS for sketch approval, including, but not limited to: a single ingredient amenable product that bears no special claims (quality, nutrient content, health, or geographical origin claims, or guarantees); products sold under contract specifications to the federal government; food not intended for human consumption; and labeling for consumer test products not intended for sale.

If your product qualifies for a Generic Approval Label, you do NOT have to submit your label to FSIS LAPD for approval. However, you must comply with the standards set forth by FSIS LAPD, which are outlined online at: www.fsis.usda.gov/compliance-guidance/labeling. It is strongly advised to seek clarification from FSIS in cases where the status of jurisdiction is in question.

USDA Label Approval Necessary:

For any product that does not fit the above definitions, the label and an application form must be electronically submitted to the LAPD for approval through the Label Submission and Approval System (LSAS). For information on how to access this system, fact sheets, labeling guidance, and other information, visit <https://www.fsis.usda.gov/inspection/compliance-guidance/labeling>.

In addition, when small businesses have questions about their labels after being evaluated by label evaluation staff, those businesses can arrange a phone consultation with the labeling staff member who performed the label review. Contact an LSAS administrator if you need assistance or have a technical issue at LSAS@usda.gov or (301)504-0837.

Quality Control

All food manufacturers must create a food safety plan that will implement critical control points, preventive controls and/or steps taken to ensure that potentially hazardous products do not reach the consumer. There are a few key definitions to keep in mind as you begin this process:

The seven basic principles considered when developing a food safety plan:

1. Conduct a Hazard Analysis
2. Identify Critical Control Points
3. Establish Critical Limits
4. Establish Monitoring Procedures
5. Establish Corrective Actions
6. Establish Verification Procedures
7. Establish Record-Keeping

- **Food Safety Hazard** - Any biological, chemical, or physical property that may cause a food to be unsafe for human consumption
- **Critical Control Point (CCP)** - a step in a food production process at which a control can be applied to prevent, eliminate, or reduce a food safety hazard to acceptable levels
- **Critical Limits** - Parameters that indicate whether the control measure at a CCP is in or out of control
- **Corrective Action** - Action to be taken when a deviation or unforeseen hazard occurs

Collecting Sales Tax

As an Idaho food manufacturer, including cottage food producers, you are required to collect sales tax when selling products direct to consumers within the state of Idaho (do not collect sales tax for orders shipped out of state). You will need to obtain a state tax identification number from the Idaho State Tax Commission, which is required to file your sales tax. However, if selling goods for resale to a distributor, wholesaler, or retailer, these types of buyers may be exempt from paying sales tax. In this case, every buyer who makes tax exempt purchases should provide you, the seller, an exemption certificate to document that fact. The ST-101 form from the Idaho State Tax Commission is the most commonly used exemption certificate. This form only needs to be completed once for each buyer. The seller must keep the form on file. As a manufacturer, you should not pay sales tax on ingredients and packaging components of your finished product. This means that, as a buyer, you can claim the producer exemption (for processing) when completing form ST-101 for your suppliers.

For audit purposes, keep all of your tax forms for a three-year period. For more information on sales tax regulations and forms, contact the Idaho State Tax Commission, Taxpayer Assistance at (208) 334-7660 or (800) 972-7660. You may also visit the Idaho State Tax Commission's website for more information at tax.idaho.gov.



Taxpayer Identification Number

Businesses organized as a partnership, a corporation, or a sole proprietor with employees or excise tax requirements must obtain an Employer Identification Number known as an "EIN" number. Sole proprietorships without hired employees are not required to obtain an EIN number and can use their Social Security number in place of the EIN. It is recommended, however, to obtain an EIN even if it is not required to avoid identify theft and help establish independent contractor status.

An EIN number is necessary when you file business returns. It is also used to obtain your state tax identification number. To obtain an EIN number for your own business, you may apply by fax, mail, or online at www.irs.gov/businesses. For personal assistance, there is an IRS office at 550 West Fort Street, Boise, ID 83724.

Other Local Permits and Regulations

You are encouraged to investigate other local permits and regulations that may be required by your city, county, or the State of Idaho. These may include but are not limited to the following:

- Building and Zoning Permits
- Sewer Hookup Permits
- Commercial and Chauffeur Vehicle Licenses
- Business or Professional Licenses
- Wholesale Licenses
- State Permits

Insurance

In setting up any business you will need to consider insurance coverage, including:

- Product liability insurance
- General business liability
- Interruption and specific time element coverage
- Property/professional loss

For a food producer, it may be wise to invest in product liability insurance. Product liability insurance protects businesses in the event that a product sold or supplied through your business causes bodily harm or property damage. The cost of product liability insurance will vary greatly depending on your product. Factors include the type of product, the size of your distribution, how it's marketed, and what safety measures are in place.

Major retail chains will require their suppliers to be covered by a minimum \$1 - 10,000,000 worth of coverage and specify that the insurance certificate name them as an additional insured party. For questions, contact your intended retailer(s) and the Idaho Department of Insurance at (800) 721-3272 or doi.idaho.gov. For small businesses, the National Association of Insurance Commissioners provides useful information online at www.insureuonline.org.

Trademarks

A trademark is a legal claim to the exclusive right to use a particular word, phrase, symbol, design, or combination of these things that identifies your goods. The actual right is acquired by virtue of the usage of the mark in trade; registration merely puts the public on notice of the owner's claim to the exclusive right. To be registered, a mark must not be generic – it must have an element of fancifulness, uniqueness, or distinctiveness. To learn more about trademarks, the trademark process, or to conduct a trademark search in order to determine if your idea is currently in use, visit www.uspto.gov.



Although not mandatory, it is highly recommended that you register your trademark once your brand and label are established. Trademarks may be registered under state law and, if used in interstate commerce, under federal law as well.

For assistance, contact the United States Patent and Trademark Office at (800)786-9199 or e-mail TrademarkAssistanceCenter@uspto.gov.

To receive a trademark in Idaho, you must file an "Idaho Trademark Registration" online and provide one copy of the mark along with a minimal fee to the Idaho Secretary of State's Office. For additional information, view their website at sos.idaho.gov/trademarks-service-marks/ or call (208) 334-2301.

Universal Product Code

The Universal Product Code (UPC) is a 12-digit numeric code used to identify each individual retail consumer packaged product. The UPC symbol is read by electronic scanners at the checkout stands in retail stores wherever it is sold in the world, allowing for ease at checkout, accurate pricing, and collection of sales data.

This unique 12-digit number assigned to retail merchandise identifies both the product and the vendor that sells the product.

Barcodes and UPCs go hand-in-hand as the UPC is usually printed on a product next to its barcode, which is the machine-readable representation of the UPC. Barcodes contain important information such as manufacturer name, article type, price, etc. The data that barcodes can hold is limited and they're mainly used to identify an item type, rather than individual items.

Participation in these electronic coding systems are voluntary, however, most major retailers require their suppliers to use a UPC on products carried in their stores. For more information about UPC, you can access Learning Modules (videos) and Guides at the United Nations Standard Products and Services Code website at www.unspsc.org. Obtaining a UPC for your product usually requires membership in the organization that provides the codes.

Standard barcodes are rectangular in shape, but you may also consider getting creative with your barcode shapes to bring more interest to your packaging.



Special Product Certifications

2016
SE
AMIC
e
e
Ingredients



ESTD APRIL'S 2010
GREEN HOUSE

BASIL BALSAMIC
vinaigrette

HANDMADE FROM SCRATCH

16 oz.

REFRIGERATED

Gluten-Free
Soy-Free
Dairy-Free
All-Natural Ingredients

vegetarian

Gluten-Free Claims and Certification

The U.S. Food and Drug Administration (FDA) has defined the term “gluten-free” for voluntary use in the labeling of foods. Any food product bearing a gluten-free claim labeled on or after August 5, 2014, must meet the requirements of the agency’s gluten-free labeling rule. Gluten is a protein found in grains including wheat, rye, barley, and crossbreeds of these grains. With this uniform definition, consumers with celiac disease can choose foods with greater confidence.

FDA’s 21 C.F.R. §101.91(a)(3) defines what characteristics a food has to have to bear a label that proclaims it is “gluten-free”, “without gluten”, “free of gluten”, or “no gluten”. FDA set the gluten limit of less than 20 parts per million (ppm) in foods that carry this label. Additionally, FDA allows manufacturers to label a food “gluten-free” if the food does not contain any of the following:

- An ingredient that is a gluten-containing grain (example: spelt wheat)
- An ingredient that is derived from a gluten-containing grain that has been processed to remove gluten (example: wheat starch) if the use of that ingredient results in the presence of 20 parts per million (ppm) or more gluten in the food
- Inherently does not contain gluten
- Any unavoidable presence of gluten in the food is below 20 ppm gluten



For detailed information regarding labeling, gluten levels, and compliance, visit the “Questions and Answers on the Gluten-Free Food Labeling Final Rule” page and the “Gluten and Food Labeling” page on the FDA’s website:

- www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/Allergens/ucm362880.htm
- www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/Allergens/ucm367654.htm

Certification through several independent agencies, such as the Gluten-Free Certification Organization and the Gluten Intolerance Group, include verification that food products are processed in a gluten-free environment, allowing consumers to easily identify that foods are free of gluten and free from any possible cross-contamination in the manufacturer’s environment. You are not allowed to use any trademark gluten free symbols without paying for the certification.

Foods such as bottled spring water, fresh fruits, vegetables, and eggs can also be labeled “gluten-free” if they inherently don’t have any gluten. FDA does not specifically require manufacturers to test for the presence of gluten in their starting ingredients or finished foods labeled gluten-free. However, manufacturers are responsible for ensuring that foods bearing a gluten-free claim meet FDA’s requirements.

On August 12, 2020, the FDA issued a final rule on the gluten-free labeling of fermented or hydrolyzed foods. It covers foods such as yogurt, sauerkraut, pickles, cheese, green olives, FDA-regulated beers and wines (i.e. generally those with less than 7 percent alcohol), and hydrolyzed plant proteins used to improve flavor or texture in processed foods such as soups, sauces, and seasonings. The rule does not change the definition of “gluten-free” but establishes compliance requirements for these hydrolyzed and fermented foods. It also includes how FDA will verify compliance for distilled foods such as vinegar.

Organic Certification



The Organic Food Production Act of 1990 requires that all products marketed as organic must be certified to meet the USDA National Organic Program (NOP) standard.

The Idaho State Department of Agriculture certifies organic producers, handlers, and processors in the State of Idaho to the NOP standard. For additional information on registering as an organic processor or grower, contact the Idaho State Department of Agriculture Organics Program at (208) 332-8680 or visit <http://agri.idaho.gov/Organics/>.

The USDA authorizes third party agencies, including ISDA and other facilities, to issue organic certificates.

To find specific organic farms or businesses with specific products or ingredients, visit the USDA Organic Integrity Database at <https://organic.ams.usda.gov/integrity/>.

Certified Naturally Grown

Certified Naturally Grown (CNG) offers peer-reviewed certification to farmers and beekeepers producing food, flowers, and fiber for their local communities by working in harmony with nature, without relying on synthetic chemicals or GMOs. This label denotes the food was grown using the same standards as those for organic, but not on a farm actually certified by the National Organic Program of the USDA. Go to <https://naturallygrown.org/> for more information.



Non-GMO Product Verification

For companies that want to certify their food as being free of Genetically Modified Organism (GMO) ingredients, there's the Non-GMO Project Verified seal administered by the independent Non-GMO Project.



The Non-GMO Project's Product Verification Program (PVP) is a process-based and product-based program designed to assess compliance with the Non-GMO Project Standard. The core requirements are traceability, segregation, and testing of high-risk ingredients at critical control points.

The verification process is handled by independent, third-party technical administrators who determine if a product complies with their standard. Verified products are then reviewed on an annual basis and costs vary depending on the agency. Go to www.nongmoproject.org for more information.

Kosher Certification

Kosher refers to a set of intricate biblical laws that detail the types of food that a person of the Jewish faith may eat and the ways in which it may be prepared. To be certified Kosher, all ingredients in every product, in addition to the process of preparing the product, must be certified for kosher-compliance. Kosher foods are divided into three categories: meat, dairy, and pareve.

- **Meat/Poultry:** All meat and fowl and their byproducts, such as bones, soup, or gravy are classified as meat. Products containing even a trace amount of meat/poultry ingredients or have been processed on meat equipment are considered meat/poultry
- **Dairy:** All foods derived from, or containing, milk are classified as dairy. Common dairy foods are milk, butter, yogurt, and all cheeses – hard, soft, and cream. Products containing even a trace amount of dairy or have been processed on dairy equipment are considered dairy
- **Pareve:** Foods that are neither meat nor dairy are called pareve. Common pareve foods are eggs, fish, fruit, vegetables, grains, unprocessed juices, pasta, soft drinks, coffee, tea, and many candies and snacks



Kosher certification refers to the process by which rabbinical experts verify that products are made in accordance with kosher law. Any food product can qualify for kosher certification if it does not violate Jewish dietary law.

Samples of these rules include:

- The only types of meat that may be eaten are cattle and game that have “split hooves” and “chews its cud.” Cows, sheep, and goats are kosher; rabbits, kangaroos, and fox are not
- Kosher fowl are identified by a universally accepted tradition and include domesticated species of chickens, Cornish hens, ducks, geese, and turkeys. Predatory and scavenger birds are forbidden
- Meat and dairy products may not be cooked or eaten together
- No shellfish
- The eggs of kosher birds, such as goose, duck, chicken, and turkey, are permitted as long as they do not contain blood. Therefore, eggs must be individually examined
- Equipment that has been used for a dairy or meat product must be sanitized before using to process other products

For a complete list, visit www.ok.org.

There are many national certification agencies that can provide kosher certification and costs vary widely depending on the agency. You may consider contacting OU Kosher online at www.oukosher.org or by phone at (212) 613-8241 for more information.

Halal Certification

Halal foods are foods that are allowed under Islamic dietary guidelines. Halal products serve Muslim communities in meeting their religious compliance.

Muslims cannot consume the following: pork or pork by-products, animals that were dead prior to slaughtering, animals not slaughtered properly, blood and blood by-products, alcohol, carnivorous animals, birds of prey, or land animals without external ears.

Certification by an appropriate chamber is required. Contact the ISWA Halal Certification Department of the USA Halal Chamber of Commerce, Inc. at www.usahalalcertification.com for more information.



Fair Trade Certification

If some of your ingredients come from overseas, such as chocolate or coffee beans, this may be of interest to you. In order to use the Fair Trade Certified™ label on products, registration with Fair Trade USA is required. Fair Trade USA is the leading third-party certifier of Fair Trade products in the United States. Fair Trade USA audits and certifies transactions between U.S. companies and their international suppliers to guarantee that the farmers and workers producing Fair Trade Certified goods are paid fair prices and wages, work in safe conditions, protect the environment, and receive community development funds to empower and uplift their communities. Go to www.fairtradecertified.org for more information.



A top-down view of various eco-friendly packaging items scattered on a light gray surface. The items include a paper cup with a white interior, a smaller paper cup, a bowl containing a branch with dark leaves, a white plastic spoon, a paper napkin, a paper bag, a lid, and a bundle of paper chopsticks. A dark teal banner with a white dotted border is positioned at the top, containing the text "Packaging and Labeling" in a bold, orange font.

Packaging and Labeling

In the food industry, packaging can be as important as the product inside the container. There are several factors to consider when designing a food package and selecting the appropriate container. Here are some key questions to ask yourself:

1. Does it tell the consumer what company made or packaged the product?
2. Does it establish your “brand”?
3. Does it describe and enhance your product?
4. Does it set your product apart from the competition?
5. Will it appeal to your target consumers?
6. Does it conform to federal and state laws?
7. Does it meet the retailer’s need?
8. Can you charge enough to cover the costs of packaging and still make a profit?

Product Containers

There are a variety of containers to select from: glass, plastic, cellophane, paper, cardboard, wood, or metal canisters. The type you select will depend on many variables, but at a minimum should protect your product from contamination and enhance its best-selling features. Avoid odd-sized containers when first getting started. As a general rule, your container should fit and stack on a standard store shelf or in refrigerators and freezers. The selling price that best fits your market will influence the size of your container. For example, a smaller container (8 ounce) will likely sell faster than a larger container (16 ounce), resulting in faster repeat sales.

MacRae’s Blue Book is an industrial directory that can assist you in locating companies that specialize in food containers. You can search by container type on their website at www.macraesbluebook.com.

Tamper Resistant Seals

Although not an FDA requirement, many retailers insist the food products carried in their stores are tamper resistant. These can be simple ribbons, seals, stickers, or bands that can be integrated attractively into your package and label design.

Label Design and Printing

There are several factors to consider when designing and printing labels for your product based on production budget:

- Simple design or original artwork
- Standard or custom shape cutting dies
- Glue or pressure sensitive labels
- Number of ink colors and protective coating/varnish

The primary goal should be to limit initial production costs. One way to do that is to start with relatively simple and readily available stock items. Avoid ordering thousands of jars and labels, even if you are tempted by the volume discounts, until you are certain you have found the right look and there are no errors or changes needed on your label or packaging.

Labeling Requirements

To help minimize mistakes and avoid having products pulled from the marketplace, it is essential for producers to take a close look at federal label requirements. Food labeling is required for most prepared foods. There are at least three federal laws that ensure food products are properly labeled and packaged. Those laws include the Federal Food, Drug, and Cosmetic Act (FD&C Act) and the Fair Packaging and Labeling Act, which are the federal laws governing food products under FDA's jurisdiction. It also includes the Nutrition Labeling and Education Act (NLEA), which amended the FD&C Act, and provides nutrition labeling requirements for labels that bear nutrient content claims and certain health messages.

It is the responsibility of the food industry to remain current with the legal requirements for food labeling while the FDA is the primary agency charged with enforcing these laws. In addition, officers of the State Bureau of Weights and Measures (under the Idaho State Department of Agriculture) are charged with inspecting improperly labeled quantity claims.

If you will be selling your product on store shelves, your label is required to include the statement of product identity, net quantity, an ingredient list (including allergen statement), and the name and place of business. The FDA Food Labeling Guide can be downloaded at <https://www.fda.gov/regulatory-information/search-fda-guidance-documents/guidance-industry-food-labeling-guide>.

Cottage Food Labeling

Idaho Cottage Food producers are not required to follow all of the FDA labeling requirements, but must include contact information of the cottage food operation as follows (printed in English) by a clearly legible label on the product packaging or a clearly visible placard at the sales or service location that states:

1. The food was prepared in a home kitchen that is not subject to regulation and inspection by the REGULATORY AUTHORITY; and
2. The FOOD may contain allergens.

Although not required, it is good business practice to include a statement of product identity, list of ingredients and sub-ingredients (in order of the most prominent ingredient), disclosure of any food allergens listed under the Food Allergen Labeling and Consumer Protection Act, date produced, and statement of net quantity.

Should you wish to make the claim that a product is “organic,” “non-GMO,” or any other special claim, you must meet the associated requirements and go through the appropriate application process.

Principal Display Panel (PDP) of the Food Container

Certain required statements must be placed on what is called the Principal Display Panel (PDP). Please refer to the FDA website for detailed information at www.fda.gov/food. The PDP portion of the label is the area most likely to be seen by the consumer at the time of purchase. For food products standing on a shelf, the PDP is typically the front panel. For those products stacked in a refrigerated case, the PDP is usually the top panel. Statements required on the principal display panel include:

1. Statement of Product Identity or name of the food
2. Statement of Net Quantity or amount of the product

Statement of Product Identity

Product identity is the truthful or common name of the product. An identity statement consists of the name of the food and should appear in prominent print or type, and in bold type. The type size should be at least one half of the size of the largest print appearing on the PDP.

Common or usual names such as “raspberry jam” or “bean soup” should be used. A descriptive or fanciful name is permitted if the nature of the food is obvious but should not be misleading. If the food is subject to a standard of identity it must bear the name specified in the standard of identity (example: crackers). A description of the form of the food must be used if the food is sold in different forms such as sliced or un-sliced.

Statement of Net Quantity

Net quantity is the amount of food in the container or package. The statement of Net Quantity should be distinctly displayed on the bottom one third of the label on the Principal Display Panel, parallel with the base of the container. Select a print style that is prominent and easy to read. Letters cannot be more than three times as high as they are wide and lettering must contrast sufficiently with the background to be easy to read.

Minimum type size should be determined by the total area of the PDP:

Minimum Type Sizes

Type size	Area of the Principal Display Panel
1/16 inch	5 square inches or less
1/8 inch	more than 5 but less than 25 square inches
3/16 inch	more than 25 but less than 100 square inches

Net quantity can be stated as volume or weight depending on the viscosity of your product and determined by consumer standards. Liquids are sold and labeled as net volume while solids, semi-solids, and viscous products are sold and labeled by weight. Keep in mind that dry products are measured in ounces and grams, while liquid products are measured in fluid ounces and milliliters.

While liquids can be labeled in accordance with the size container being filled, this is not so for a product sold by weight. To determine net weight, subtract the weight of the empty container (including lid, label, etc) from the weight of the container when filled.

Net quantity must be stated in both units of the U.S. Customary System (ounces/pounds/fluid ounces) and Metric measure (gram/milliliter). Dual declaration in both ounces and the largest whole unit (i.e. 2 lbs 12 oz) is optional. When making conversions to metric measure, use the following formulas and round down to prevent overstating the contents:

Weight: 1 oz = 28.3495 g

Volume: 1 fl oz = 29.575 ml

Examples of proper Net Quantity Statements:

- **Net Wt. 8.5 oz (240 g)**
- **Net Wt. 1.5 lb (680 g)**
- **Net contents 32 fl oz (1 qt) (946 ml)**
- **Net Wt. 16 oz (1 lb) (453 g)**
- **Net 12.7 fl oz (375 ml)**
- **Net 237 ml (8 fl oz)**

Information Panel

It is not necessary for all required information to be on the “front” of the Principal Display Panel. The name and address of the manufacturer, packer or distributor, ingredient list, nutrition labeling, and any required allergy labeling may appear on the information panel. The information panel is the label panel immediately to the right of the PDP, as displayed to the consumer. If, due to the package shape, there is no room immediately to the right of the PDP, the information panel may be on the back of the package.

Ingredient List

Ingredients must be listed in descending order of predominance by weight (including liquids) in type size at least 1/16 inch in height.

Always list the common or usual name rather than the scientific name. Added water is considered to be an ingredient and must be identified unless all water added during processing is subsequently removed by baking or some other means during processing.

Approved chemical preservatives must be listed using both the common name and the function of the preservative by including terms such as “preserve,” “a mold inhibitor,” “to help protect flavor,” etc. Incidental additives that have no function or technical effect in the finished product need not be declared. The only ingredient where the words “and/or” can be used is oils only in the case that fats or oils is not the predominant ingredient and if the manufacturer is unable to predict which fat or oil ingredient will be used.

All components of ingredients must be specifically listed with the exception of most spices or natural and artificial flavors which can be declared by their common name or simply by “spices,” “natural flavors,” or “artificial flavors.” Spices that must always be individually listed include salt, spices added for specific reason (i.e. annatto - for coloring) or any spices that are also foods (i.e. garlic, onion, celery).

Foods containing any of the major food allergens must declare the allergen in plain language, either in the ingredient list or via the following statements:

- the word “Contains” followed by the common name of the major food allergen – i.e. “Contains milk, wheat” – or
- a parenthetical statement in the list of ingredients – i.e. “albumin (egg)”

Such ingredients must be listed if they are present in any amount, even in colors, flavors, or spice blends. Additionally, manufacturers must list the specific nut (i.e. almond, walnut, cashew), fish (i.e. tuna, salmon), or crustacean shellfish (i.e. shrimp, lobster) that is used.

Food Allergen Labeling and Consumer Protection Act (FALCPA)

To help Americans avoid the health risks posed by food allergens, this law applies to all foods whose labeling is regulated by the FDA, both domestic and imported. FDA regulates the labeling of all foods, except for poultry, most meats, certain egg products, and most alcoholic beverages.

The law requires that labels must clearly identify the food source names of all ingredients that are, or contain any protein derived from, the nine most common food allergens, which FALCPA defines as “major food allergens.” While more than 160 foods can cause allergic reactions in people, these foods account for 90 percent of food allergic reactions. The nine foods identified by law are:

- Milk
- Eggs
- Wheat
- Fish (i.e. bass, flounder, cod)
- Crustacean shellfish (i.e. crab, lobster, shrimp)
- Tree nuts (i.e. almonds, walnuts, pecans)
- Sesame
- Soybeans
- Peanuts

CONTAINS MILK, WHEAT,
MAY CONTAIN TRACES
OF PEANUTS,
TREE NUTS, EGGS & SOY

Organic Labeling Claims

There are specific guidelines for organic processors which limits the use of organic on labels as follows:

Products labeled as "100% organic", "Organic", and "Made with organic (specific ingredients or food groups)" must be handled by a certified organic operation. Organic production prohibits the use of GMO ingredients, sewage sludge, or ionizing radiation in addition to label specific criteria:

- Products labeled as "100% organic" must contain only organically produced ingredients and processing aids, excluding water and salt
- Products labeled as "organic" must contain at least 95 percent organically produced ingredients (excluding water and salt). Any remaining ingredients must consist of non-agricultural substances that appear on the National Organic Program's National List of Allowed and Prohibited Substances. The full list of substances is available on the USDA NOP website at <https://www.ams.usda.gov/rules-regulations/organic/national-list>
- Products labeled with the phrase "made with organic ingredients" contain at least 70 percent organic ingredients and can list up to three of the organic ingredients or food groups on the principal display panel
- Products with less than 70 percent organic ingredients cannot use the word "organic" anywhere on the principal display panel, but may identify specific ingredients that are organically produced in the ingredients statement on the information panel

Detailed information on Labeling Organic Products can be found on the USDA website at <https://www.ams.usda.gov/rules-regulations/organic/labeling>.

Name and Place of Business

The name and place of business of the manufacturer, packer, or distributor must appear next to the ingredients statement in type size at least 1/16th inch high. The street address must appear unless it can be readily found in some public document such as a telephone book or city directory.

Nutritional Labeling and Education Act (NLEA)

The Nutrition Facts label must be placed together with the ingredient list and the name and place of business either on the informational panel or the PDP. On packages with insufficient area on the PDP and information panel, the Nutrition Facts label may be placed on any alternate panel that can be seen by the consumer.

Regardless of packaging type, the nutrition information must be set in a box-shaped label with a white or light colored background and black or dark text for clear contrast. Information on Nutrition Facts labels broken-down can be found at: <https://88acres.com/blogs/news/the-new-nutrition-facts-panel-explained-by-an-rd>.

Must be largest text (except Calories value) and at least 16-point bold or extra-bold.

At least 10 point.

At least 6-point bold or extra-bold.

Must be the same size or smaller than "Nutrition Facts" and at least 16-point bold or extra-bold.

At least 8 point. Nutrients that are not indented (Total Fat, Cholesterol, etc.) should be flush left and bold or extra-bold.

At least 8 point.

At least 10-point bold or extra-bold, amount must be right-justified.

At least 22-point bold or extra-bold.

At least 6 point bold or extra-bold.

At least 8-point bold or extra-bold.

At least 8-point.

At least 6 point.

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Nutrition Facts	
2 servings per container	
Serving size 1 cup (140g)	
Amount per serving	
Calories	160
% Daily Value*	
Total Fat 8g	16%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 60mg	3%
Total Carbohydrate 21g	8%
Dietary Fiber 3g	11%
Total Sugars 15g	
Includes 5g Added Sugars	10%
Protein 3g	
Vitamin D 5mcg	25%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 230mg	4%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Example of Graphic Enhancements used by the FDA found at:

www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/

Nutrition Facts Labels are required on all food products, with the following exceptions:

- Manufactured by small businesses
- Food served in restaurants or delivered - ready for immediate consumption
- Delicatessen-type food, bakery products, or confections sold directly to consumers from the location where prepared
- Foods that provide no significant nutrition, such as instant coffee (plain, unsweetened) and most spices
- Infant formula and infant and junior foods up to four years of age (modified label provisions for these categories)
- Dietary supplements and medical foods
- Bulk foods intended for repackaging or further processing
- Fresh produce and seafood
- Custom-processed fish and game

For each product, a company must apply to the FDA annually to obtain a small business exemption if the person claiming the exemption employs fewer than an average of 100 full-time equivalent employees and fewer than 100,000 units of that product are sold in the United States in a 12-month period. If your company is not an importer, employs less than ten full-time employees, and the product has sales of less than 10,000 units per year, you also do NOT have to file for the exemption. Visit www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm053857.htm for more information.

If nutritional information is provided, it must follow a defined format and include specified nutrients. The nutritional panel may vary according to the size of the package. Foods sold in very small packaging (less than 12 square inches of total available labeling space) may omit the nutritional label but must include a statement and address where nutrition information can be obtained.

Nutritional Claims

Most nutritional claim regulations apply only to nutrients that have an established Daily Value. Any nutrient claim made must be supported with valid scientific proof and testing, which can be expensive. Nutrient content claims describe the level of a nutrient in a product with terms such as "free", "high", "low", or compare the level of a nutrient in a food to that of another food with terms such as "more", "reduced", "lite".

An accurate quantitative statement (i.e. 200 g of protein) that does not "characterize" the nutrient level may be used to describe the amount of a nutrient present. A statement that characterizes the level of sodium by implying it is "low" (i.e. only 200 mg of sodium), would have to meet the nutritional criteria for a "low" nutrient content claim or carry a disclosure statement that it does not qualify for the claim (i.e. not a low sodium food). Healthy is an implied nutrient content claim that characterizes a food as having "healthy" levels of total fat, saturated fat, cholesterol and sodium.

Bioengineered Food Disclosure

The National Bioengineered Food Disclosure Standard defines bioengineered foods as those that contain detectable genetic material that has been modified through certain lab techniques and cannot be created through conventional breeding or found in nature. The Standard establishes requirements for labeling foods that humans eat that are or may be bioengineered.



Mandatory beginning January 1, 2022, food makers are required to label foods that are bioengineered or have bioengineered ingredients with information on packaging using an approved method, including text on the package that says "bioengineered food," the bioengineered food symbol, or a scannable link for consumers to use their electronic devices to find the disclosure.

Questions regarding these requirements should be directed to the USDA's Agricultural Marketing Service at <https://www.ams.usda.gov/rules-regulations/be>.

A collage of food items including onions, parsley, tortillas, potatoes, and a bowl of dip on a wooden background. The word "MARKETING" is written in large, bold, black letters across the top. The word "GROWING" is written in large, bold, white letters across the middle. The word "BUSINESS" is written in large, bold, grey letters across the bottom.

Marketing

MARKETING
GROWING
BUSINESS

Marketing is the overall process of meeting customer needs. It is more than selling. It involves the development of a product that consumers want to purchase and then communicating the product's existence to purchasers. The elements of marketing are frequently referred to as the "Four P's": Product, Price, Place (Distribution), and Promotion. More complex strategies even include: People, Packaging, and Positioning.

Marketing decisions are directly influenced by customers and competitors. The customer is your number one priority. Success hinges on the customer's initial and repeat purchases. In order to market a product, you must analyze your customers according to their needs, the price they're willing to pay, and the best place for them to purchase your product.

You cannot be all things to all people. The advantage of being involved in the craft food business is the unique nature and variety of products. Unique specialty products appeal to unique customer segments. Therefore, do not try to sell your product to everyone. The particular group of customers your product is designed for is your niche.

You can begin to determine your customer niche by listing the demographic characteristics of your potential customers. Demographics can include such things as place of residence, age, income, education, type of employment, number of children, and gender.

The Customer

Further describe your customers by looking at their psychographic characteristics and purchasing behaviors. This includes paying attention to their lifestyle, interests, attitudes, personality, values and opinions, where they shop, and what type of media they interact with most - social media, the internet, smart phone apps, magazines, newspapers, television, or radio.

The term lifestyle refers to how people live and spend their free time - do they entertain guests at home, have a preference for concerts or theater, prefer whole wheat bread over white, exercise regularly, etc? Attitude includes a person's thinking or feelings about something, typically reflected in a person's behavior - commitment to health foods, concern for the environment, political views, etc. By further understanding the characteristics of your customers, you can appeal to their tastes and preferences and learn how to reach them.

This type of information can be gathered in the following ways:

- National publications which print statistics and trends
- Associations related to the craft food industry/type of product you plan to sell
- Online surveys or response cards included in a food package

Once you have defined your target customer and market segment, this will allow you to concentrate your distribution and promotional efforts to those customers most likely to make a purchase. Furthermore, you can adjust your product, packaging, and image to more fully meet their needs.

Competitor Analysis

To determine your niche in the marketplace, thoroughly examine competitors in your product category. Small food producers cannot compete head-to-head with large manufacturers. It is difficult to compete by copying an established product, even in the specialty and craft food industry. By looking at the competition, you can determine what you can do to make your product stand out and more effectively meet the needs of your customers.

Ask yourself - is there a need for a better tasting product, one with alternative ingredients, or one with an improved texture? Can you improve the packaging or offer a lower-priced product? Are competitors neglecting a market segment?

Positioning

Positioning refers to the ability to influence consumer perception regarding a brand or product relative to competitors. There is great opportunity for craft food producers to create an image that appeals to their target market. Specialty and gourmet food purchases are influenced more by emotion and image than mainstream grocery products.

Once again, select how you prefer to position your product after analyzing your customers and competitors. Products can be positioned as:

- Made with local ingredients
- Meets consumers' special needs (i.e. organic, gluten free, kosher, plant-based, etc)
- Superior quality
- Chosen by top chefs
- Upscale appeal
- Goodness of homemade

An image is created through the use of the Four P's previously mentioned: the product itself, price, placement of distribution outlets, and promotional materials (print or online). Each of your marketing decisions in these areas must be consistent with the position you are trying to achieve. For instance, positioning your product as "chosen by top chefs" but trying to place it on every retail shelf in the northwest rather than distributing through only the finest gourmet specialty stores may be contradictory.

Product Attributes

Today's consumer has many food choices. To succeed in the food industry, any new product must offer a significant advantage over existing products. Small producers succeed through providing a product that is somehow different than the leading brands in a product category.

These differences may include, but are not limited to, the following:

- Produced locally
- Better taste
- Improved packaging
- Gourmet image
- Lower price
- Exotic origin
- Unusual use
- Hand-made
- Greater convenience
- Increased freshness
- Improved consistency
- Fat-free, lower calorie
- Health benefits
- All natural

Product decisions also include presentation, such as packaging and labeling. Even though labels require specific placement and information to meet FDA regulations, your label can still be eye-catching.

Pricing

Determining your costs can be complicated. Costs include ingredients, processing, packaging, labeling, marketing, shipping, insurance, labor, general overhead, and debt. Costs will be split between products as your product line expands.

The craft food industry uses profit margins to develop selling price. With this pricing strategy, the selling price less the cost equals the profit margin (Selling Price - Cost = Profit Margin).

You can begin the pricing process by determining the selling price at the consumer level. Like your other marketing decisions, your price must be consistent with your overall marketing strategy. Use competitor pricing as a starting point to ensure you are in the same price range or back up higher prices by added value to customers.

Next, subtract the retailer and distributor margins as part of your cost. Most retailers in the craft food industry use a margin of approximately 40%. Distributor margins are generally a minimum of 35% of grocer costs.

Broker fees are usually deducted from the profit margin, not included in the cost amount, and range from 5%-15% depending upon the type of broker used.

Example:

Retail selling price \$10.00; manufacturing cost \$2.75; shipping cost 5 cents per unit

Retail Level:

Retail selling price: (P) \$10.00

Retailer's margin: (M) 40%

Retailer's cost/unit: (C) C

Formula: $P = C / (1.00 - M)$ **Cost = \$6.00** (purchase price of \$5.95
+ 5 cents shipping and handling)

Distributor Level:

Distributor selling price: (P) \$5.95

Distributor's margin: (M) 35%

Distributor's cost: (C) C

Formula: $P = C / (1.00 - M)$ **Cost = \$3.87** (purchase price of \$3.82
+ 5 cents shipping & handling)

Processor Level:

Processor selling price: (P) \$3.82

Processor's margin: (M) M

Processor's cost: (C) \$2.75

Formula: $P = C / (1.00 - M)$ **Margin = 28%**

Is this margin acceptable? If not, the price to the consumer will need to be changed or your costs need to be reduced. Keep in mind, that there are limits to the price you can charge for a product without encountering consumer resistance. The same is true of the low end. If a product is priced too low, consumers may perceive it as lower quality.

Although many Idaho craft food producers do not have distributor services, consider including distributor margins in your original pricing. As you grow and add distributors, you will not want your buyers to experience significant price increases when those costs are added.

In addition, there are "price-points" where small changes in price can have a significant effect on sales. These price points are just below the even dollar amount. For example, if your retail price is \$5.07 you may want to consider lowering it to \$4.99 or \$4.95 to create a more favorable consumer perception of the price.

Placement

Product placement refers to where your target customer will ultimately purchase the product. There are several options available to craft food producers regarding placement: direct to consumer, retail stores, and food service.

Direct to Consumer

Sales made directly to the customer include purchases at farmers markets, community supported agriculture (CSAs), eCommerce online stores, consumer and holiday fairs, etc. With direct sales, the manufacturer has control over pricing, customer service, and presentation.

- **Farmers markets** are a great place to market products to local consumers that want to support their community. A directory of all farmers markets in Idaho can be found at <https://idahopreferred.com/farmers-markets/>
- **eCommerce stores** eCommerce can be defined as the buying and selling of goods electronically online. With consumer reliance on technological devices and a growing emphasis on convenience, eCommerce is a growing venue for shopping. Many e-commerce platforms make it easy to sell on. Consider visiting vendor pages for Amazon, Shopify, and Faire for more information

Retail Stores

There are a variety of different retail outlets to consider. Each one caters to a different type of patron.

- **General food stores** are suitable for those processors pursuing a lower price, higher volume strategy. General food store customers are often more price sensitive than specialty and craft food store customers, requiring price to be more competitive and advertising to be more extensive in order to move product. Challenges in grocery retail distribution include slotting and failure fees, retail shelf space, and capacity
- **Gift stores** range from floral shops and kitchenware retailers to hotel souvenir shops. Kitchenware stores can be excellent outlets for craft food being used in food preparation such as baking mixes and sauces. Floral shops, on the other hand, may be better suited for ready-to-eat foods such as chocolates and beverages. Souvenir shops are better for the "unique, locally made" foods
- **Natural food stores** specialize in health foods, organic and natural products, and local items. Many natural grocers have the flexibility to work more directly with producers and can often purchase on trial orders. Customers at natural food stores typically make purchasing decisions based on the perceived health benefits and location of where the product was made
- **Specialty foods stores** target specific-food buyers where products only have to compete with other similar food items. There are health food stores, organic food stores, gourmet stores, ethnic stores (Italian, German, etc), and others, each with a different customer base

Retail Store Slotting Fee - Grocery retailers are faced with limited shelf space and thousands of new food product introductions annually. Slotting fees are charged to producers of new products to place its product on a retail shelf. This one-time charge ensures a brand will be able to stock its new product until its sales performance can be established, usually within four to six months. Slotting fees were initially introduced to cover the expense of introducing new products and removing the many failures. The use of slotting fees varies by retailer, but is important to be aware of.

In some cases it is impossible to avoid paying slotting fees for the introduction of your product. To help decrease the cost of slotting fees, put careful thought into your product strategy. Build a track record by first selling to independent grocery stores rather than chain stores. Develop a product that consumers want, create product awareness and demand, and support the product once it is on the shelf. Retailers are less likely to discourage a product through high slotting fees if they believe the product will sell well.

Retail Merchandising and Retail Shelf Placement - Even in a gourmet retail store, your product will be surrounded by other products competing for a buyer's attention. In addition to creative packaging and labeling, increased attention can be achieved through planned merchandising.

Products placed at eye level or slightly below receive more attention than those placed below the knee or high on a shelf. Products placed on the end of an aisle or near the checkout counter also receive more attention.

More "shelf facings," or units that are visible at the front of a store shelf, dedicated to a product will also increase the exposure. Convincing a retailer to increase the shelf facings of your product can be difficult. You may need to consider expanding your product line to reach this objective. High-volume categories will be allocated more shelf facings than low-volume categories.

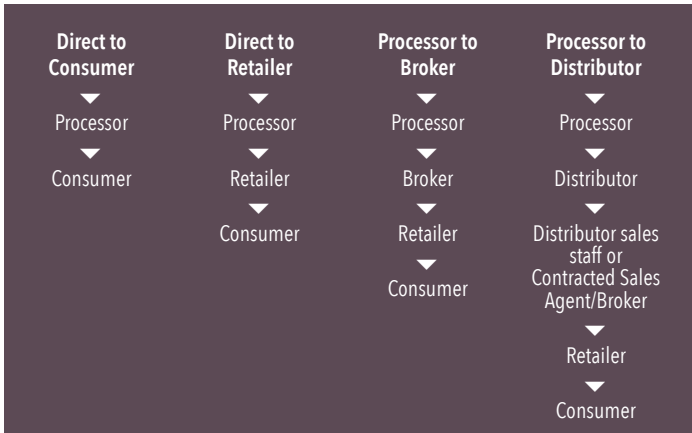
Food Service

There is a market for gourmet craft food within food service institutions. The local food trend has opened markets outside of retail stores to craft food companies, such as schools, hospitals, and restaurants in a wide price range. Food service can be a primary sales strategy, diversification strategy, or a useful sampling strategy for gaining broad consumer awareness.

Distribution Methods

Once you have determined where you want your product to be available for purchase, then you can select the most effective channel of distribution. Your decision will be influenced by your capability, volume, bandwidth, marketing support, budget, and target market. The various distribution channels are:

- **Direct to Consumer** - When selling direct, the processor has the greatest control over customer service, price, placement, and display
- **Direct to Retailer** - Initially, in order to distribute through a retail outlet, it may be necessary for the processor to sell directly to a local retailer. Attracting the attention and support of distributors and brokers can be difficult. As you build a successful track record at the local retail level, your chances of securing a broker and expanding sales volume should improve. However, some retailers will not accept direct “back door” deliveries and will require the use of a broker or distributor
- **Processor to Broker** - Brokers or sales representatives are commissioned salespeople who sell your product to the trade market. They can sell direct to the retailer or represent your product and sell it to a distributor. Brokers represent a number of different product lines and do not purchase the products they sell. Commissions range from 5%-15% depending upon the market serviced. Experienced brokers have access to buyers that most processors lack. They are very useful for expanding sales beyond the local market
- **Processor to Distributor** - Distributors purchase your products and then sell them to retailers and other distributors. They may use brokers in addition to their own sales force. Distributors offer greater sales potential due to their established relationships with many retailers



Evaluating Distribution Alternatives

Analyze Your Market

Many distributors and brokers specialize and develop a niche within the industry. Select those that reach the retailer you want.

Evaluate Special Deals

Some retailers and distributors are reluctant to carry new products due to the risks involved. Many will require special deals during the introductory stage. Examples include free merchandise, freight allowances, advertising allowances, and even price discounts:

- **Free merchandise** can range from free samples to one free case with the purchase of ten. Distributors or retailers may pass the savings on to the customer by charging a lower introductory unit price, or they may keep the difference in order to absorb the risk
- **Freight allowances** are negotiated during the deal, and the processor can offer to absorb the cost of freight and ship Free On Board: FOB (destination). Freight allowances can also include a percentage discount for a certain quantity purchased. With this arrangement, product is shipped FOB (warehouse) but the buyer is allowed to deduct the predetermined percentage from the shipping cost
- **Advertising allowances** are cooperative advertising agreements where the buyer and seller share the cost of advertising in a local newspaper or on a local radio station. For payment, the retailer would deduct their share of the advertising (the allowance) amount from the invoice
- **Price discounts** include quantity discounts or discounts for paying the invoice early. Discounts for early payment are expressed as percentage discounts: a specified payment due date in order to receive the discount price.

For example: "2%, 10 days, NET 30 days" means that if the invoice is paid off within 10 days the buyer will receive a 2 percent discount. Otherwise, the full amount is due within 30 days

Evaluate your decision carefully. Only offer a special deal if it is necessary to sell the product and then only if the overall benefit will outweigh the cost. Developing a long-term relationship at the price you want will be difficult if you first give the product away too eagerly.

Shipping and Billing

Most craft food companies do not pay shipping costs and quote their prices undelivered. When shipping costs are the responsibility of the buyer, processors can avoid the headache of tracking the varying shipping rates for different destinations.

The terms used in quoting prices are FOB (city of warehouse) and FOB (city of destination). With FOB (warehouse), the buyer takes title to the merchandise when

it leaves the producer's warehouse and is responsible for the shipping charges. With FOB (destination), the buyer does not take title of the product until it reaches their destination and the seller pays for the shipping and insurance. For example, if the warehouse is in Nampa, ID, and the buyer is in Seattle, WA, prices quoted FOB (Nampa) indicate the buyer pays the shipping charges. For prices quoted FOB (Seattle), the seller pays the freight and any insurance.

After determining who will pay the shipping charges, method of transportation and method of payment must be selected. Craft food products that are shipped in lower quantities are typically transported by ground transportation such as UPS or FedEx. They may also be sent by airmail and truck.

Alternative methods of payment include Pre-Paid, COD (Cash on Delivery), and 30 day or 60-day accounts.

Promotion

Promotional and marketing expenses are necessary to increase sales and should be considered an investment in your business. There are many methods of communicating the existence of your product to consumers. Broad promotional categories include: social media, product literature, point of sale materials, publicity, sampling, advertising, and trade shows.

Social Media

Facebook, Instagram, Pinterest, Twitter, YouTube, LinkedIn, blogs, and other social media platforms are great ways to communicate with consumers and build your brand. These free avenues allow customers to interact in ways traditional marketing avenues don't allow. Social media pages can be used to give customers ideas on new ways to use your product, provide customer support, and provide interactive experiences with photos, videos, contests, and much more.

In the world of technology, social media evolves at a dizzying pace but do not be intimidated! Begin by identifying where your potential clients are spending their time and become active on those specific social networks rather than expending more time and effort on platforms that won't be seen by the right people.

Many organizations offer free or low-cost seminars on current social media trends. Check your local Small Business Development Center at www.idahosbdc.org for a list of upcoming social network events, trainings, and resources. Additionally, the Specialty Food Association posts great resources online regarding social media for craft food producers. To learn more, visit www.specialtyfood.com.



Product Literature

There are two audiences for product literature: the trade market and the consumer.

Literature developed for the trade, or business to business, is essential to your sales efforts and is used to educate distributors and their sales staff on the product, its benefits, and its uses. This typically consists of a price list, catalog of products available, and product fact sheets. Product fact sheets highlight the product's benefits and may contain testimonials, company history, and notable recognitions or awards.

Literature developed for the consumer can be found in many forms such as post cards, flyers, brochures, and even newsletters, all of which should contain some form of food photography. If you have an email list of your customers, you can send them electronic announcements introducing a new product or special offers.

Point of Sale Materials

Point-of-sale (POS) materials attract consumer attention and educate them on the benefits and uses of the product where the product is being sold. Many retailers find POS materials useful in creating attractive displays and interest in their stores while others limit the use to have an "uncluttered" store environment. Ask the retailer you are working with if they allow POS materials before producing them:

- **Table tents** are tent-shaped cards placed on tables or counters and are most often used by the restaurant and food service industry. Table tents can be utilized to convey information regarding menu items or daily specials
- **Shelf talkers** are small signs that hang below product on a retail shelf. They are used by grocery retailers to draw attention to the product. Shelf talkers are excellent promotional tools to make new products stand out
- **Posters** are most useful for in-store promotions or trade show exhibits. They may be hung in store windows or on walls, but are used less frequently than other POS materials because of their size and cost
- **Neck hangers** (product information tags) are attached to bottled products and convey information to consumers. Neck hangers can include recipes, additional product descriptions, and price or percentage-off coupons. These tags are especially useful since they require no additional effort on behalf of the retailer
- **Recipe booklets** are useful for craft foods which serve as ingredients. Novelty foods that are unfamiliar to consumers will require education on use. Recipe booklets can be attached to the product and highlighted on your website

For any product literature or point of sale material, QR codes are a great way to free up space on an item while sharing information in an easy to access way. Consider using QR codes to share nutritional facts, reviews, or even a video or backstory about your product or brand. However, it is important to know your audience as accessing QR code information requires a smart phone or electronic device.



To create a QR code, visit a QR code generator and follow steps to finalize, including: entering the website URL that you'd like the code to take you to, customize the QR code shape/color, download the file, and add to your product label or marketing material.

Publicity

There are opportunities for receiving coverage in food magazines and local media. Food editors are constantly searching for new foods and companies for their articles. Most national food magazines have regular product preview columns and local success stories are of great interest to local media. To capitalize on these opportunities, you must inform the media of your existence. Although there may not be a monetary charge for publicity, you must put time and effort into it!

Your news release should be double-spaced on nice letterhead. Be brief as short releases increase your chances of coverage. Generally, if the media has more space to devote to the article, they will contact you for more information. You must "sell" the newsworthiness of your product or your success story. Simply because the story is appealing to you does not guarantee that it will be appealing to the general public. Present your story with the media's point of view in mind, using action-packed, vivid, and descriptive language.

An effective publicity campaign involves strategic steps:

1. Identify your media possibilities. Be sure you get to know the person responsible for such articles. This is especially appropriate for local media
2. Mail a press packet that includes the following items:
 - Personalized cover letter introducing yourself
 - Brochure or fact sheet briefly describing the product and company history
 - Business cards
 - Graphics including your camera-ready logo
 - News release
 - Photos of the product and the entrepreneur (separate photos)
 - FAQ sheets going into more detail are also helpful

Make a short call to the contact person to confirm whether they received your packet, if they need any additional information and if they intend to publish the piece in the near future? In all cases, be sure to thank them.

Sampling

The more senses you involve in your marketing strategy, the more effective your efforts will be. An excellent product can often sell itself after a taste. Utilize sampling at fairs, farmers markets, retail stores, trade shows, etc. To get the most out of sampling, select peak visiting hours when there will be more traffic.

Have experienced salespeople operate the display who can interact with customers, answer questions, and point out important product features. Consider offering a special price to encourage an immediate purchase.

Advertising

The amount and type of advertising you select will depend upon your audience, which media they use most, and your budget. It is common for craft food companies to devote 10%-15% of their annual budget to advertising.

There are two primary audiences you can advertise to: the trade market and the consumer. There are also two main categories of advertising - traditional and digital. With traditional advertising, there are numerous specialty food magazines directed at the trade and their magazines are excellent sources for reaching retailers, brokers and distributors.

With digital advertising, social media and websites are a powerful tool for greater audience reach. Sponsored ads are a type of digital advertising that target specific shopping keywords or search terms. Instead of paying for brand-specific ads on a website, sponsored ads blend in seamlessly with the media environment in which they appear. With this concept, consumers see both regular listings related to their search and relevant paid product recommendations in the form of sponsored ads on the digital marketplace they are browsing.

Sponsored ad campaigns can be budgeted by algorithms set to spending caps or cost-per-click amounts, be defined by keyword or search terms to target the right audience, and the analytics can be easily tracked and analyzed by the sellers to measure progress and effectiveness. All features make sponsored ads a powerful tool for tracking and managing changes for future ad campaigns.

Amount of Advertising

Whether you choose consumer or trade advertising, your choice should be evaluated based upon audience, reach, frequency, cost, and editorial quality.

- Audience refers to the demographics of people hearing or seeing the advertisement
- Reach refers to the number of target customers that will see or hear the advertisement
- Frequency is the number of times the target customer sees or hears the advertisement. In general, a frequency of three to seven times is most effective
- Costs of different media may be compared by calculating the Cost per Thousand (CPM). Divide the cost of the advertisement by the reach.
Example: $\$40/5000 = \0.008 , $\$0.008 \times 1000 = \8 per thousand

Spend the money to have your advertisements professionally produced. Poor quality art or voice work is a waste of money. Some newspapers offer design services free of charge and some radio stations will offer their personalities to read prepared ad scripts. Be sure to ask about it.

Keep your message consistent with your overall marketing strategy. In creating your ad, begin by prioritizing the points you want to make. You can't tell the whole story in one ad, so keep it simple with concise messaging and emphasize the benefit that is most important to the consumer.

Your message will also dictate your media selection. If your ad requires visual display, radio will not deliver. It is, however, still possible to create a picture with radio advertising. Do not overlook it just because you have a food product. Be aware that costs vary widely between different media outlets. You will need to shop around and get different quotes before making a decision on the best advertising outlet for you.

Cooperative Advertising

You can stretch your advertising dollars by cooperating with other food processors or retailers. Look for complimentary products that are available in the same outlet to share an ad. Retailers are also looking for opportunities to reduce their advertising costs through cooperative ads with manufacturers.

Caution should be used with cooperative advertising. Include in the agreement detailed specifics concerning ad copy, cost, placement, etc. Require copies of all billings if the retailer is buying the space. You do not want to be overcharged or left with an ad that only mentions your name in fine print at the bottom.

Timing

To increase the effectiveness of your advertising, advertise in conjunction with other promotions such as in-store demonstrations, special tastings, coupon offers, etc. Coordination of advertising with promotional events will improve both. If running an ad or in-store promotion, be sure to choose times when there is a larger target audience or foot traffic to get the best reach.

Trade Shows

Expositions provide ample opportunities for exhibitors to generate sales, check out the competition, research the market, and collect contacts. Lists of potential trade shows are available in most industry magazines and trade associations.

Make sure the attendees represent the type of buyer you are targeting and review previous show statistics such as number of attendees, who the attendees are (type of business), and their geographical spread. Contact past exhibitors to determine their success at the show. Determine the number of trade leads you need to generate to make participation worthwhile. Estimate that 20% of your contacts at a show will result in qualified trade leads.

Some trade show tips include:

Focus on Motivated Buyers: There are generally three categories of attendees at trade shows:

- Those simply browsing and sampling, with no real interest in your product
- Competitors and others interested in the product, but not in “pushing” it
- Target visitors interested in making a purchase

Qualify your buyers by asking such questions as “Thanks for coming in, what attracted you to my booth?” or “We have some exciting things here. What are you looking for at the show?” Do NOT ask “Can I help you?” The answer will invariably be “no.” Distribute your business cards rather than expensive product brochures. Send serious buyers literature after the show.

Make a Good Impression: Keep the booth area neat and uncluttered. Do not eat or play on your computer and mobile device while in the booth. Dress professionally, smile, and have a positive attitude. Hand out professionally printed business cards. Be sure to converse with visitors, not other staff. Stand in front of or to the side of your booth. Never sit in a chair while speaking with potential customers. Establish teams to take breaks.

Listen: Stop talking and listen to what the trade show visitors need. Do not assume you know what they want. Tailor your responses around each individual's comments. This is an opportunity to get honest feedback on your product.

Follow-up: Keep a log of prospects to contact after the show by collecting business cards and taking notes. You can also pay to utilize badge-scanning technology through the trade show organizer to keep track of contacts made electronically.

Follow-up is essential as most sales are made after the show, not during. Send a letter or e-mail to all prospects within two weeks after the show. In addition, make a personal phone call to those prospects with the greatest potential. One follow-up effort is not sufficient. A study by Incomm Center for Trade Show Research found two thirds of the actual purchases resulting from a visit to an exhibit took place 11 to 24 months after the show. The frequency of the follow-up can dramatically affect the success exhibitors obtain from a show. It is not unreasonable to conduct six or seven mailings to prospects during the first twelve months following the show.

Email Service Providers are a great resource for helping you maintain an e-mail database from your trade show leads. They provide numerous advertising templates and ways to maintain contact with your customers. Generally, their minimal fees are based on the number of e-mail addresses they maintain and "host" for you. Look into Constant Contact, iContact, MailChimp, Vertical Response, or others to compare features and prices.

Food Photography

It's true - a picture is worth a thousand words! A well done photograph of your mouth-watering product looking freshly prepared is much more enticing than a paragraph attempting to describe the product's qualities. Consider using food photography to enhance any of your promotional materials.

Food photography is very different from other forms of photography and requires special handling and preparation. When produced well it can greatly enhance your marketing efforts, but when poorly done it can greatly discourage purchases. Invest in professionals experienced in food photography. Before hiring a photographer, examine their prior work, talk to previous clients about their experience, or read online reviews. Select individuals whose work you like and who you are comfortable with.

Idaho Preferred® Program

The Idaho State Department of Agriculture's Idaho Preferred® program was established to identify and promote agricultural products grown, raised, or crafted throughout the Gem State. The program focuses both on consumer awareness in identifying and sourcing local agriculturally derived products, as well as business to business connections and sourcing opportunities for producers through Idaho's markets: direct selling, retailers, distributors, foodservice/restaurants, farmers markets, farm to school, and other supporting organizations.

The program fosters connections, cultivates opportunities, and provides educational resources to Idaho producers to help them grow their marketplace.

Idaho craft and specialty food companies may participate in the many promotional campaigns offered through the Idaho Preferred® program if the finished product contains a minimum of 20% agricultural content by weight that has been grown or raised in Idaho and is processed in the state of Idaho.

Idaho Preferred® Members can use the Idaho Preferred® logo on their packaging, signs, website, and other promotional materials. The Idaho Preferred® logo lets your current and potential customers know that your products are verified Idaho-sourced, grown, or crafted products.

For more information, visit <https://idahopreferred.com/membership/> or call the Idaho State Department of Agriculture at (208) 332-8530.



Idaho Preferred® participants can take advantage of:

- Verified Idaho Preferred Logo Use
- Business Development Consulting
- Retail Connections and Promotions
- Food and Trade Show Exhibits
- Exclusive Business/Producer Detail Directory Page
- Educational Programs, Roundtables, and E-courses
- Food Service and Restaurant Connections
- Consumer Events and Sampling Opportunities
- TV, Radio, Print, and Digital Advertising
- Social Media Marketing Collaborations and Connections
- Find Local Digital Directory - State Wide Consumer Product Search Engine
- Source Local Ingredient Search Digital Directory- State Wide Wholesale Search Engine
- Digital Communication: Website, State-Wide Guides, Articles, Recipes, Newsletters, and Social Media
- Photography and Videography Opportunities
- Promotional Signage and Materials
- Farm to School
- Holiday Gift Box Campaign

Financial Resources

A close-up photograph of a cheese platter. In the foreground, a large wedge of white cheese with a cracked rind sits on a wooden cutting board. To its right, a stack of smaller white cheese slices is visible. In the background, a cluster of dark, textured cheese, possibly a soft cheese like Brie or Camembert, is partially visible. The platter is set on a wooden cutting board, and a silver cheese knife is partially visible on the right side. The overall lighting is warm and focused on the cheese.

Books and Online Publications

There are many written publications on helping companies with various aspects of starting and funding a business. Consider finding a book at your local public library, a book store, or hop on the web for online articles and e-books.

Funding Your Craft Food Business

Whether you are wanting to start your craft food business or have been in business for some time, funding, capital, and free resources are always a hot topic. There are many resources to help guide you through choosing the best option on how to fund your business or get assistance with funding various projects or marketing efforts, including:

Educational Resources

The Small Business Administration (SBA) is a great first place to look to learn about funding options for your business. In addition to funding assistance, the SBA can help your business with creating a marketing and business plan through the SCORE Program. See Appendix A for more information about the SBA.

Crowdfunding Websites

The recent popularity of crowdfunding sites are bringing more avenues for public funding and product support. Compare the offers of each to see which best fits your company and needs:

- Kickstarter: <https://www.kickstarter.com/>
- GoFundMe: <https://www.gofundme.com/>
- Fundable: <https://www.fundable.com/>
- Indiegogo: <https://login.constantcontact.com/login/login.sdo>

Food Business Investors

Consider reaching out to an Angel Investor Forum in your area to pitch your product and company to investors in the area that want to support local businesses:

- Keiretsu Forum Northwest & Rockies: <https://www.k4northwest.com/cpages/home>

Grants and Loans

The Idaho State Department of Agriculture maintains a Grants List that can be found on the ISDA website. The Grants Lists identifies various grants and loan programs, as well as government and third-party databases, where a full list of grant information can be found. Visit the following link to see the list and learn which program best applies to your business: <https://agri.idaho.gov/main/marketing/financial-assistance/>.

You can also contact ISDA's Market Development Division to see if there are any other current opportunities (such as pitch competitions or subsidized events) for craft food businesses at (208)332-8530.



Appendices

Appendix A – Business Resources

Small Business Administration (SBA)



The Small Business Administration (SBA) is an independent federal agency that provides counseling, training, and financing to small businesses. A variety of free online and in-person courses and seminars are offered by the SBA throughout the year, including financial analysis, record keeping, business planning, launching, managing, and marketing.

SBA - Boise District Office

380 East Parkcenter Blvd, Suite 330
Boise, ID 83706
Phone: (208) 334-9004
Web: <https://www.sba.gov/district/boise>
Serves: the 34 southernmost counties of Idaho

SBA - Seattle District Spokane Office

801 West Riverside Ave, Suite 444
Spokane, WA 99201
Phone: (509) 353-2800
Web: <https://www.sba.gov/district/seattle>
Serves: the 10 northernmost counties of Idaho

The SBA offers consulting through the SCORE (Service Corps of Retired Executives) program free of charge, assisting with how to write a business plan, financing, accounting requirements, legal issues, and marketing. SCORE can be contacted at:

SCORE - Treasure Valley Office

380 E. Parkcenter Blvd, Suite 330
Boise, ID 83706
Phone: (208) 509-5301
Web: treasurevalley.score.org
Email: help@score.org

SCORE - Eastern Idaho Office

2300 N. Yellowstone Hwy, Suite 100
Idaho Falls, ID 83041
Phone: (208) 360-2094
Web: easternidaho.score.org
Email: help@score.org

The SBA also offers financing to eligible small businesses. The loans are handled by commercial lending institutions and guaranteed by the Small Business Administration. In addition to private sources of capital and loans through commercial lending institutions, funds are available for business development from several government sponsored programs in Idaho. Contact your local Idaho Small Business Development Center and nearest SBA office for more information.

Business Training

Beginning your own specialty foods business can seem like a daunting task but there is plenty of help available to you as you begin the process.

TechHelp works in cooperation with universities in Idaho to offer many business training options to the food entrepreneur. They offer a full line of services to Idaho's food processors to help them improve their products, processes, and competitiveness.



TechHelp offers a variety of private and public workshops and courses in person and online –at no or low cost–which provide valuable insight on various topics from operations (Lean Six Sigma, OSHA, Supervising, etc) to food manufacturing (Hazard Analysis & Critical Control Points, Implementing Safe Quality Food Systems, Food Packaging, etc). To view courses or to request a free consultation, you may call (208) 426-3767 or fill out their electronic request form at <https://www.techhelp.org/techhelpworkshopsall/>.

The **University of Idaho Food Technology Center (UIFC)** offers a low-cost

facility that includes processing and packaging equipment as well as educational assistance to aspiring food entrepreneurs that wish to produce packaged food products for resale. The UFC also offers inexpensive services to assist with food quality control testing and nutritional analysis. To discuss possible services or request a consultation, email ftc@uidaho.edu or fill out an electronic request form at <http://www.uidaho.edu/cals/food-technology-center/services>.



The **Idaho Women's Business Center (IWBC)** is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. They offer low or no-cost learning opportunities for women entrepreneurs with either a well-vetted business idea or a recently launched new business. Trainings are held in-person and virtually, covering a myriad of business topics for all stages of business.

To become a member of IWBC or learn about resources available, visit <https://www.idahowomen.org/>.



The **Idaho Small Business Development Center (SBDC)** is a statewide, university-based organization which has been helping small businesses succeed since 1986.

Idaho SBDC assistance is available to anyone interested in expanding or starting a private small business in Idaho. Often, the consultations are free of charge and training is offered at a nominal fee. To view upcoming events and workshops, visit <https://business.idahosbdc.org/Events.aspx?mode=3&area=&days=90>.

With six office locations throughout the state, each affiliated with one of Idaho's colleges or universities, the Idaho SBDC has the ability to link together their partners from higher education, the private business community, and federal, state, and local government.

Visit www.idahosbdc.org for a list of current contacts at each SBDC Region location:

Region I – North Idaho

Counties served: Boundary, Bonner, Kootenai, Benewah, Shoshone

North Idaho College SBDC

420 N. College Drive, Hedlund Bldg. #145

Coeur d'Alene, ID 83814

Phone: (208) 665-5085

Web: <https://idahosbdc.org/locations/north-idaho/>



Region II – North Central Idaho

Counties served: Latah, Clearwater, Nez Perce, Lewis, Idaho

Lewis-Clark State College SBDC

406 Main Street

Lewiston, ID 83501

Phone: (208) 792-2465

Web: <https://idahosbdc.org/locations/north-central-idaho/>

Region III – Southwest Idaho

Counties served: Adams, Valley, Washington, Boise, Payette, Gem, Canyon, Ada, Elmore, Owyhee

Boise State University SBDC

2360 W. University Drive, Suite 2132

Boise, ID 83706

Phone: (208) 426-3875

Web: <https://idahosbdc.org/locations/southwest-idaho/>

Region IV – South Central Idaho

Counties served: Camas, Blaine, Gooding, Lincoln, Jerome, Minidoka, Twin Falls, Cassia

College of Southern Idaho SBDC

202 Falls Avenue

Twin Falls, ID 83301

Phone: (208) 732-6450

Web: <https://idahosbdc.org/locations/south-central-idaho/>

Region V – Southeast Idaho

Counties served: Bingham, Power, Bannock, Caribou, Oneida, Franklin, Bear Lake

Idaho State University SBDC – ISU College of Business

921 S. 8th Ave., Building #5, Room 328

Pocatello, ID 83209-8020

Phone: (208) 244-8521

Web: <https://idahosbdc.org/locations/southeast-idaho/>

Region VI – Eastern Idaho

Counties served: Lemhi, Custer, Butte, Clark, Fremont, Jefferson, Madison, Teton, and Bonneville

Idaho State University SBDC – ISU College of Business

2300 North Yellowstone Highway

Idaho Falls, ID 83401

Phone: (208) 523-1087

Web: idahosbdc.org/locations/eastern/

Appendix B – Food Processing Resources

Food Processing & Laboratory Resources

University of Idaho Food Technology Center

1908 E. Chicago Street

Caldwell, ID 83605

Phone: (208) 795-5331

Web: uidaho.edu/cals/food-technology-center

Email: ftc@uidaho.edu

Analytical Laboratories, Inc.

1804 N. 33rd Street

Boise, ID 83703

Phone: (208) 342-5515

Web: <https://analyticallabsinc.com/>

Email: ali@analyticallaboratories.com

Food Processing Publications

Food Processing

Web: www.foodprocessing.com

Provides articles on topics, including:

- Manufacturing equipment
- Food and beverage
- Ingredients
- Workforce
- Packaging
- Plant floor
- Product development
- Supply chain
- Food safety

Food Product Design/Natural Products Insider

Web: www.naturalproductsinsider.com

Offers various information, including topics on:

- Ingredients
- Regulations
- Product Development
- Business Operations

Food Technology

Phone: (312) 782-8424

Web: <https://www.ift.org/news-and-publications/food-technology-magazine>

Offers newsletters and a magazine in physical and digital copy.

Prepared Foods

Phone: (248) 362-3700

Web: www.preparedfoods.com

Provides an eMagazine and articles, including topics on:

- Trends
- Formulations
- Ingredients
- Products

Appendix C – Idaho Health District Offices

When calling one of the Health District offices, listen to the choices and choose “Environmental Health” or “Food Services” depending on the options on the recorded message.

District 1: Panhandle Health District

Counties served: Benewah, Boundary, Bonner, Kootenai, Shoshone

8500 N. Atlas Road

Hayden, ID 83835

Phone: (208) 415-510

Fax: (208) 415-5101

Web: www.panhandledistrict.org

District 2: Public Health - Idaho North Central Health District

Counties served: Clearwater, Idaho, Latah, Lewis, Nez Perce

215 10th Street

Lewiston, ID 83501

Phone: (208) 799-3100

Fax: (208) 799-0349

Web: www.idahopublichealth.com

District 3: Southwest District Health

Counties served: Adams, Canyon, Gem, Owyhee, Payette, Washington

13307 Miami Lane

Caldwell, ID 83607

Phone: (208) 455-5300

Fax: (208) 454-7722

Web: <https://swdh.id.gov/>

District 4: Central District Health

Counties served: Ada, Boise, Elmore, Valley

707 N. Armstrong Place

Boise, ID 83704 -0825

Phone: (208) 375-5211

Fax: (208) 327-7100

Web: www.cdhd.idaho.gov

District 5: South Central Public Health District

Counties served: Blaine, Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka, Twin Falls

1020 Washington Street North

Twin Falls, ID 83301-3156

Phone: (208) 737-5900

Fax: (208)734-9502

Web: www.phd5.idaho.gov

District 6: Southeastern Idaho Public Health

Counties served: Bannock, Bear Lake, Bingham, Butte, Caribou, Franklin, Oneida, Power

1901 Alvin Ricken Drive

Pocatello, ID 83201

Phone: (208) 233-9080

Fax: (208) 234-7169

Web: www.siphidaho.org

District 7: Eastern Idaho Public Health District

Counties served: Bonneville, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Teton

1250 Hollipark Drive

Idaho Falls, ID 83401

Phone: (208) 522-0310

Fax: (208) 525-7063

Web: <https://eiph.idaho.gov/index.html>



IDAHO DEPARTMENT OF
HEALTH & WELFARE

Appendix D – Other Resources

Idaho State Department of Agriculture

Market Development Division

P.O. Box 7249

Boise, ID 83707

Phone: (208) 322-8530

Email: marketing@isda.idaho.gov

Web: www.agri.idaho.gov

Idaho Department of Health & Welfare Food Protection Program

Phone: (208) 334-5938

Email: foodprotection@dhw.idaho.gov

Web: healthandwelfare.idaho.gov/health-wellness/community-health/food-safety

Specialty Food Association (SFA)

Phone: (646) 878-0301

Web: <https://www.specialtyfood.com/>



Trailhead

Phone: (208) 344-5483

Web: <https://trailheadboise.org/>

Trailhead helps entrepreneurs and start-up owners succeed through providing the connections, resources, and guidance they need to take their ideas to the next level. Become a member to access co-working space, educational programs, mentorships, fundraising opportunities, networking opportunities, and experiential learning.





Idaho State Department of Agriculture

PO Box 7249, Boise, Idaho 83707

P: 208.332.8530

www.agri.idaho.gov

www.idahopreferred.com