

# Penn State To Help You Sell Food For Profit

LEBANON (Lebanon Co.) — According to the USDA's 1992 Yearbook of Agriculture, over half of all new packaged consumer products introduced each year are foods and beverages. Moving from the design board, to small consumer "focus groups," on the

way to grocery shelves, there are often far more casualties than there are successes. Between March 1989 and March 1990 alone, 197 new candy products, 170 tomato and other sauces, and 55 cheeses were introduced to the marketplace!

You may be wondering, is there room on those shelves for "Aunt Sue's Black Raspberry Jam?" on June 1 and 8, Penn State Cooperative Extension will be offering you a way to discover the answer at their *Food for Profit* workshop. This two-evening short course of-

fers an overview of how to start a food product business, covering health regulations, sanitary food preparation methods, marketing, packaging, pricing, record keeping and business planning basics. The sessions will be held at the Lancaster Farm & Home Center,

Arcadia Road, Lancaster, from 7 to 10 p.m.; a registration fee of \$20 covers all materials and breaks.

Advance registration (prior to May 28th) is required; for more information, contact Winifred McGee at the Lebanon County Extension Office, (717) 270-4391.

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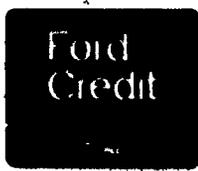
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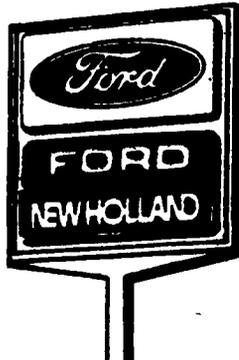
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