



Registration 8 - 8:30 am

Opening Remarks 8:30 - 9:00

The Importance of Food in Maine's Economic Plan
Charlotte Mace, Director of Business Development, Maine DECD

Keynote Address 9:00 - 9:45

Food Industry Trends & How Maine can grow and capitalize in a changing market
Brian Todd, former President of The Food Institute

Session 1 10:00 - 11:10

Building an Effective Sell Sheet

A sell sheet is one of the first impressions you make to a buyer. Ensure it's done right. This session will provide insights on how sell sheets are used by the trade and key elements required to develop an impactful sales sheet.

Presenter: Allie Olivier, UNITED NATURAL FOODS, INC.

Trade Show Boot Camp

Whether you're considering going to a regional trade show or the biggies like Fancy Food or Expo West, this workshop will help you to make the right decisions and maximize your investment. Learn how to select which shows to attend and best practices before, during and after the show.

Presenters: Melissa Jordan, Maine Dept of Agriculture, Conservation & Forestry and Kim Koehler, Maine Center for Entrepreneurs

Session 2 11:15 - 12:30

Developing a Profitable Pricing Strategy

Developing an accurate cost model is critical to the long-term financial success of your business. In this session you will learn how to determine costs and margin requirements in order to set a profitable, competitive price for your products.

Presenter: Jay Friedlander, College of the Atlantic

Using Data to Grow Your Business

Data is critical to understanding and building market and sales performance. Hear from a panel of experienced Maine buyers and food companies on the value of using data to drive decisions. Whether you want to develop your sales story, monitor current sales or penetrate a new channel, this session will provide key insights.

Presenter: Matt Stiker, Garrand Moehlenkamp With Gelato Fiasco & Hannaford

Lunch & Resource Trade Show 12:30 - 1:40

Network and meet service providers and business support organizations

Session 3 1:45 - 3:00

The Importance of Packaging

This interactive workshop will highlight current packaging trends as well as provide opportunities for participants to get real time insight on their own product packaging in a roundtable format. Learn about packaging design, messaging, structure and compliance and go from ordinary packaging to extraordinary! Participants should bring samples of their packaging to this workshop.

Presenter: Taja Dockendorf, Pulp + Wire With Pulp + Wire Team, Volk Packaging & J.S. McCarthy Printers

Building a Successful Sales Strategy

Developing a focused sales strategy is one of the most important steps in growing your business. In this workshop, learn what it takes to create and execute an effective sales plan starting with identifying sales channels, targeting customers and understanding expectations through planning, execution and performance management.

Presenter: Rob Maxwell, Rodeo CPG

Closing Keynote 3:15 - 4:30

Inspire! Best Practices & Lessons Learned from Successful Maine Food Businesses

Facilitated by Jay Friedlander - Sustainable Business Faculty, College of the Atlantic

Panelists: Wyman's - Capt'n Eli's Soda - Mill Cove Baking Co.