

Starting a Food Business Roadmap

START HERE



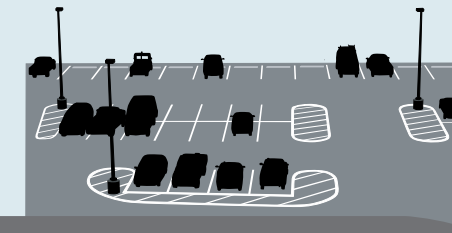
Are you interested in starting your own food business? This map is a great place to start! Even though the Roadmap is designed to look like a step-by-step guide, keep in mind this process is not linear, and you can expect to revisit stops throughout your journey. This list provides many resources that you might find helpful, but is not intended to be an exhaustive list. Review all of the stops on the roadmap before starting your food business.

Driver's Ed: Learn the Basics



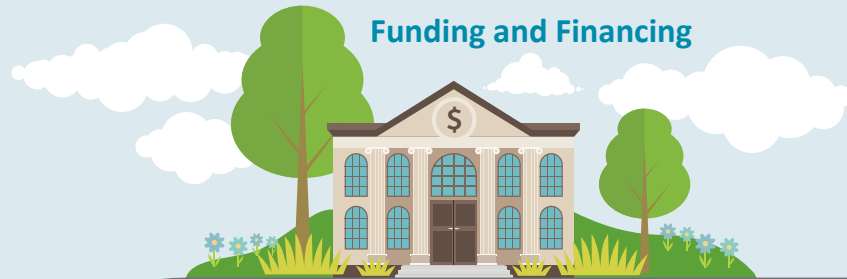
- Establish a support system.
- Research the basics of financing and resources available to you.
- Consider other aspects of commercialization.

Business Planning Parking Lot



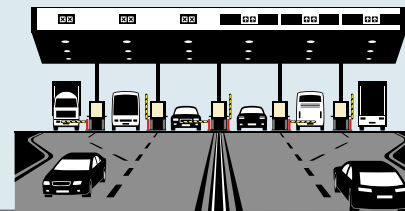
- Complete a cost analysis.
- Conduct market research to define your target market.
 - » What is your product?
 - » Where do you want to sell it?
 - » What makes your product unique?

Funding and Financing



- Meet with your banker to discuss financing.
- Research other grant and loan opportunities.

Food Safety Regulations and Information



- Learn about food safety regulations, limitations, and necessary training related to your business.
- Make a food risk management strategy (HACCP, allergens, etc.).
- Create a Food Safety Plan and Recall Plan.

Plan for Production



- Decide where you will produce your product.
- Find where and how you will source ingredients, equipment, and other supplies.
- Think about ways to use local ingredients.

Food Licensing Round-About



Knowing what licensing you will need can be a confusing process. Depending on your food business, you may require training and/or licensing from MDH, MDA, and/or federal and local delegated agencies.

- Most food products that are served and eaten on site (for instance, food trucks, restaurants, caterers) require a license from MDH.
- Most retail and manufactured food products require a license from the MDA.
- Some types of food businesses may require licensing or training from federal agencies or local delegated agencies.

Additional Resources



- Identify other resources to help you start your food business.

Scanning the Horizon



- Meet with your inspector.
- Review your business and food safety plans regularly.
- Decide if and how you will scale your business.

Driver's Ed: Learn the Basics



Who you may encounter during this step:

- Economic Development Centers
- Business consultants
- University of Minnesota (UMN) Extension
- Food advocacy organizations
- Educational institutions

Food Business Organizations

AURI
www.auri.org/focus-areas/food

Grow North
www.grownorthmn.com

Midwest Pantry
www.midwestpantry.com

Food Business Basics

21 Things to Research Before Starting a Business
www.smarta.com/advice/starting-up/starting-your-own-business/21-things-to-research-before-starting-a-business

9 Things to Research Before Starting a Food Business
<https://quickbooks.intuit.com/r/am-i-ready/9-things-research-starting-business>

Glossary of Wholesale Terminology
<https://medium.com/shelf-life/glossary-7b4020bdc9ff>

Pros & Cons Of Starting A Food Business
cfvc.foodscience.cals.cornell.edu/getting-started/pros-cons

Food Business for Entrepreneurs
<https://ag.umass.edu/sites/ag.umass.edu/files/food-science/introduction-for-food-entrepreneurs-8-14-2014.pdf>

Economic Development and Business Support

African Development Center of MN
adcmnnesota.org

African Economic Development Solutions
aeds-mn.org

Asian Economic Development Association (AEDA)
aeda-mn.org

Community Reinvestment Fund (CRF USA)
crfusa.com/crf_mission_values

DEED
mn.gov/deed/business/starting-business

Edible Alpha + Newsletter
foodfinanceinstitute.org/edible-alpha-insights-newsletter

Latino Economic Development Center
ledc-mn.org/index.php/en/home

Metropolitan Economic Development Association (MEDA)
meda.net/services-2

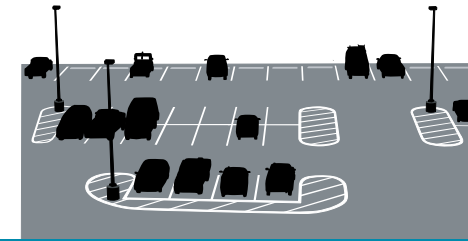
Neighborhood Development Center
www.ndc-mn.org

Small Business Administration Local Assistance Tool
www.sba.gov/tools/local-assistance/map/state/mn

Northside Economic Opportunity Network
neon-mn.org

UMN
ced.d.umn.edu

Business Planning Parking Lot



Who you may encounter during this step:

- UMN Extension
- Small Business Administration
- Neighborhood development agencies
- Food advocacy organizations
- Universities & Other Educational Institutions

21 Things to Research Before Starting a Business
www.smarta.com/advice/starting-up/starting-your-own-business/21-things-to-research-before-starting-a-business

9 Things to Research Before Starting a Food Business
quickbooks.intuit.com/r/am-i-ready/9-things-research-starting-business

Basic Plan For Success - for you, the entrepreneur
cfvc.foodscience.cals.cornell.edu/getting-started/plan-success

Building a Sustainable Business
www.misa.umn.edu/publications/buildingasustainablebusiness

Business Planning: Cornell University
cfvc.foodscience.cals.cornell.edu/getting-started/steps-start/business-planning

James J Hill Center Business Reference Library
jjhill.org/research-guides

Small Business Development Portal
mn.gov/deed/business/help/sbdc

Specialty Food Learning Center
learning.specialtyfood.com

Starting a Business in Minnesota
www.sos.state.mn.us/business-liens/start-a-business

WE Start
westart.mn

How to Write a Business Plan

How to Write a Business Plan
www.entrepreneur.com/article/247575

Small Business Administration Webinar Training: How To Write A Business Plan
www.sba.gov/tools/sba-learning-center/training/how-write-business-plan

Small Business Starter Kit: Business Plan Options
99designs.com/resource-center/small-business-starter-kit/write-a-business-plan

Writing A Business Plan
www.sequoiacap.com/article/writing-a-business-plan

Market Research

How to Research Your Market
www.entrepreneur.com/article/175276

Market Readiness Research Protocol
fic.oregonstate.edu/food-innovation-center/product-development/market-research-market-readiness-mktrd-protocol

Business and Tax Registration

Business Structure Comparison
www.uwcc.wisc.edu/whatisacoop/BusinessStructureComparison

Business Taxes
mn.gov/deed/business/starting-business/taxes

How To Calculate Sales Tax
99designs.com/resource-center/small-business-starter-kit/calculate-sales-tax

How To Choose Your Business Structure for Registration
99designs.com/resource-center/small-business-starter-kit/choose-a-structure

How to Register Your Business
www.sos.state.mn.us/business-liens/start-a-business/how-to-register-your-business

IRS
www.irs.gov

MN Department of Revenue
www.revenue.state.mn.us/businesses/Pages/Business-Center.aspx

MN Secretary of State
www.sos.state.mn.us/business-liens/start-a-business/how-to-start-a-business-in-minnesota

Sales & Use Tax Instructions
www.revenue.state.mn.us/Forms_and_Instructions/sales_tax_booklet.pdf

Unemployment Insurance
<http://www.uimn.org/uimn>

Workers' Compensation Information
www.dli.mn.gov/business/workers-compensation-businesses

What Is Your Product?

Building Your Brand
99designs.com/resource-center/small-business-starter-kit/build-your-brand

Marketing 101: Small Business Administration Training
www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers

MN Cottage Foods Law
www.mfma.org/CFL

Marketing 101: Small Business Administration Training
www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers

Food Packaging and Labeling

AURI Clean Label Guide
www.auri.org/research-reports/clean-label-guide

FDA Food Labeling Guide
www.fda.gov/downloads/food/guidanceregulation/ucm265446.pdf

Food Packaging
<https://www.fda.gov/Food/IngredientsPackagingLabeling/>

Packaging Supplier List
<https://cfvc.foodscience.cals.cornell.edu/kitchens-supplies/packaging-supplier-list>

Product Labeling
cfvc.foodscience.cals.cornell.edu/getting-started/steps-start/product-labels

Product Labeling for MN
www.health.state.mn.us/divs/eh/food/fs/labeling.pdf

Where Should You Sell?

Farm to School
www.extension.umn.edu/food/farm-to-school

Marketing Decisions - Cornell University
cfvc.foodscience.cals.cornell.edu/getting-started/steps-start/market-decisions

Specialty Food Association Education Resources
https://learning.specialtyfood.com/?_ga=2.237834114.300896724.1540835613-704626038.1540835613

Plan for Production



Where you produce your product will influence your licensing requirements.

Who you may encounter during this step:

- Co-packers
- Shared commercial kitchens
- Food processing facilities
- Cottage food advocates and experts
- Wholesalers, suppliers, ingredient sources, local farms

On Farm

Come & Get It!

www.misa.umn.edu/publications/comeandgetit

Cottage Food Resources

www.misa.umn.edu/resources/local-food-sales-resources/cottage-food

FSMA Coverage & Exemptions/Exclusions Flow Chart

www.fda.gov/downloads/Food/GuidanceRegulation/FSMA/UCM472499.pdf

FSMA Produce Rule Fact Sheet

www.fda.gov/downloads/Food/GuidanceRegulation/FSMA/UCM472887.pdf

Local Food Fact Sheets

www.misa.umn.edu/publications/local-food-fact-sheet-series

At Home

Cottage Food Resources

www.misa.umn.edu/resources/local-food-sales-resources/cottage-food

Shared Kitchen

Commercial Kitchen Guide

www.misa.umn.edu/publications/commercialkitchenguide

How To Find & Rent A Commercial Kitchen

www.youtube.com/watch?v=M2Qn-r0zZ_o

Kindred Kitchen

www.kindredkitchen.org

Kitchen on the Bluff

www.kitchenonthebluff.com

The Good Acre

thegoodacre.org

Shared Kitchen Directory

www.mda.state.mn.us/shared-commercial-kitchen-directory

Co-Packer

Choosing and Using a Co-Packer

<https://hortintl.cals.ncsu.edu/content/choosing-and-using-co-packer>

Co-Packer Directory

www.mda.state.mn.us/minnesota-co-packer-directory

Specialty Food Association Co-Packer Directory

www.specialtyfoodresource.com/get-started/find-a-business-resource/copackers

Using A Co-Packer: Resources

ucfoodsafety.ucdavis.edu/Food_Industry_Contacts/Co-Packers

Other

FDA inspection Guide

www.fda.gov/ICEI/Inspections/InspectionGuides/ucm074988.htm#SECTION_1

Good Manufacturing Practices

www.fda.gov/Food/GuidanceRegulation/CGMP/ucm110877.htm

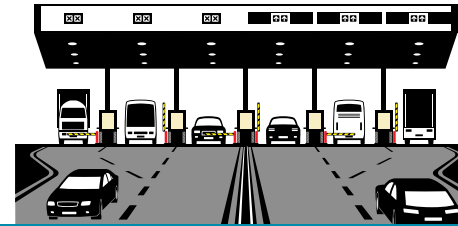
UMN Dept. of Food Science and Nutrition Research & Services

<https://fscn.cfans.umn.edu/research-services>

UMN Dept. of Food Science and Nutrition Pilot Plant

<https://fscn.cfans.umn.edu/research-services/pilot-plant>

Food Safety Regulations and Information



Who you may encounter during this step:

- Federal, state, local food safety agencies
- Universities & academia
- Educational institutions
- Food innovation centers
- UMN Extension

FSMA

Food Safety Modernization Act

www.fda.gov/food/guidanceregulation/fsma/ucm247559.htm#Registration

FSMA

www.fda.gov/Food/GuidanceRegulation/FSMA/default.htm

FSMA Preventive Controls Rule

www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm

FSMA Coverage & Exemptions/Exclusions Flow Chart

www.fda.gov/downloads/Food/GuidanceRegulation/FSMA/UCM472499.pdf

FSMA Produce Rule Fact Sheet

www.fda.gov/downloads/Food/GuidanceRegulation/FSMA/UCM472887.pdf

Recalls

FDA Recall Industry Guidance

www.fda.gov/Safety/Recalls/IndustryGuidance/ucm129259.htm

Food Recall Templates & Other Helpful Templates

www.ifsh.iit.edu/fspca/fspca-materials

USDA Recall Plan Guidebook

www.fsis.usda.gov/shared/PDF/RecallPlanBooklet_0513.pdf

Food Safety

AURI

www.auri.org/focus-areas/food

Cottage Food Law FAQs

www.mda.state.mn.us/food/cottage-food-law-guidance

FDA "What You Need to Know About Establishment & Maintenance of Records"

www.fda.gov/Food/GuidanceRegulation/ucm292745.htm

Food Equipment

www.nsf.org/services/by-industry/food-safety-quality/food-equipment-certification/standards-certification

Food ingredients that may cause allergies

www.mda.state.mn.us/food/food-ingredients-may-cause-allergies

Food Safety & Defense Task Force

mn.foodprotectiontaskforce.com

Food Safety Information & Resources

www.mda.state.mn.us/food/food-safety-information-resources

Food Safety Preventive Controls Alliance

www.ifsh.iit.edu/fspca

Hand Hygiene for Food Handlers

www.health.state.mn.us/handhygiene/food/index.html

MDA Produce Safety Program

<https://www.mda.state.mn.us/food-feed/produce-safety-program>

MDH Canning

www.health.state.mn.us/divs/eh/food/fs/canningfs.pdf

MDH Food Code

www.health.state.mn.us/divs/eh/food/code/index.html

Open Source Food Safety

www.opensourcefoodsafety.org

Produce Safety Program

www.mda.state.mn.us/food/safety/producesafetyprogram.aspx

Retail Meat & Poultry Processing Training

www.mda.state.mn.us/food/retail-meat-and-poultry-processing-training-modules

ServSafe

www.servsafe.com

U of MN Extension Food Safety Training

<https://extension.umn.edu/food-health-and-nutrition#foodsafety>

U of MN GAPs Program

safety.cfans.umn.edu

University of Minnesota Food Safety Factsheets

www.extension.umn.edu/food/food-safety

What is a HACCP?

www.22000-tools.com/what-is-haccp.html

Processing Authority Support

Acidified Foods Overview

ucfoodsafety.ucdavis.edu/Food_Processing/Acidified_Foods

Better Process Controls & Acidified Food Courses

ucfoodsafety.ucdavis.edu/Better_Process_Control_Schools

Processing Authority Approval

www.afdo.org/foodprocessing

UMN Extension Information for Food Processors

<https://extension.umn.edu/food-safety/food-processors>

Funding and Financing



Who you may encounter during this step:

- Local economic development agencies & municipalities
- Banks & financial institutions
- State economic development agencies
- Funding & grant organizations and agencies

Learn the Basics of Funding

Financing Training Modules

www.sba.gov/tools/sba-learning-center/search/training/financing

How To Find Funding

<https://99designs.com/resource-center/small-business-starter-kit/find-funding>

New Funding Sources For Food-Related Businesses

http://foodsystems.msu.edu/uploads/files/food_business_funding.pdf

Real Food MBA Resources & Funding Lists

<http://realfoodmba.com>

Slow Money MN

www.slowmoneyminnesota.org

Exporting

Export Financing through the MN Trade Office

mn.gov/deed/business/exporting/export-financing

Food Export Association of the Midwest Branded Program

www.foodexport.org/programs-services/increase-market-share/branded-program

US Commercial Service

www.foodexport.org/programs-services/increase-market-share/branded-program

Grants and Loans

Compeer - Emerging Markets, Local Food, and Non-Traditional Ag Loans

<https://compeer.com/Home/Agriculture/Ag-Financing/Emerging-Markets-Program>

Farm Opportunity Loan

www.mda.state.mn.us/business-dev-loans-grants/farm-opportunity-loan-program

Good Food Access Grants

www.mda.state.mn.us/grants/grants/gfaequipmentgrant

MDA AGRI Value Added Feasibility Study Grants

www.mda.state.mn.us/business-dev-loans-grants/agri-value-added-feasibility-study-grant

MDA AGRI Value Added Grants

www.mda.state.mn.us/business-dev-loans-grants/agri-value-added-grant-program

MN DEED Business Loan Basics

<https://mn.gov/deed/business/financing-business/guidance/biz-loan-basics.jsp>

USDA Microloan Program

www.fsa.usda.gov/programs-and-services/farm-loan-programs/microloans/index

USDA Value-Added Producer Grants

www.rd.usda.gov/programs-services/value-added-producer-grants

Crowd Funding

Barnraiser

www.barnraiser.us

Foodstart

www.foodstart.com

Kabbage

www.kabbage.com

Kickstarter

www.kickstarter.com

Kiva

www.kiva.org

Pieshell

www.pieshell.com

Initiative Funds

Greater MSP

www.greatersp.org

Minnesota Initiative Foundations

www.greatermnnesota.net

Accelerators

301 Inc

www.301inc.com

Accel.mn

<https://westart.mn/resources/accel-mn>

Agthentic food tech and ag-tech accelerators

resources.agthentic.com/#

Gener8tor

www.gener8tor.com

Kemp's / Dairy Farmers of America Accelerator

<http://sprintaccel.com/accelerator-program>

Land O' Lakes Dairy Accelerator

<https://dairyaccelerator.landlakesinc.com>

Red Wing Ignite

www.redwingignite.org/about-us

Techstars Farm-to-Fork Accelerator

www.techstars.com/farm-to-fork-program

Food Licensing Round-About



Useful Tools to Help You Start

Licensing Wizard
www2.mda.state.mn.us/webapp/foodlicensingwizard
Food Licensing Liaison Line
651-201-6081 or MDA.FoodLicensingLiaison@state.mn.us

Who you may encounter during this step:

- Minnesota Department of Health
- Minnesota Department of Agriculture
- Delegated agencies
- Federal agencies

MDA Inspected

Cottage Food
www.mda.state.mn.us/licensing/licensetypes/cottagefood.aspx

Exemptions
www.mda.state.mn.us/food-licensing-exclusions-and-exemptions

Food ingredients that may cause allergies
www.mda.state.mn.us/food/food-ingredients-may-cause-allergies

Food Licenses
www.mda.state.mn.us/licensing/licensetypes/foodhandler.aspx

Food Safety Information & Resources
www.mda.state.mn.us/food/food-safety-information-resources

Plan Review - Retail Food Establishments
www.mda.state.mn.us/planreview

Produce Safety Program
www.mda.state.mn.us/food/safety/producesafetyprogram.aspx

Retail Food Licensing & Inspections
Delegated Agencies
www.mda.state.mn.us/retail-food-handler

Retail Meat & Poultry Processing Training
www.mda.state.mn.us/food/retail-meat-and-poultry-processing-training-modules

Various License One Pagers
www.mda.state.mn.us/licensing/licensetypes/foodhandler.aspx

MDH Inspected

2011 "Church Lady" Law
www.health.state.mn.us/divs/eh/food/pwdu/fsp/cookcrowd

Chili or Soup Cook-Off Fundraisers
www.health.state.mn.us/divs/eh/food/pwdu/fsp/cookoff/index.html

Food Business Fact Sheets
www.health.state.mn.us/divs/eh/food/fs/index.html

Hand Hygiene for Food Handlers
www.health.state.mn.us/handhygiene/food/index.html

Licensing - Food, Pools, and Lodging Services
www.health.state.mn.us/divs/eh/food/license/index.html

MDH Delegated Agencies: Jurisdiction Map & Directory
www.health.state.mn.us/divs/eh/food/license/index.html

Minnesota Certified Food Manager
www.health.state.mn.us/divs/eh/food/cfm/index.html

Mobile Food Unit
www.health.state.mn.us/divs/eh/food/license/mfureview.pdf

Mobile Food Unit, Seasonal Temporary Food Stand, and Seasonal Permanent Food Stand Construction Guide
www.health.state.mn.us/divs/eh/food/license/mfusea-conguide.pdf

Special Licensing
www.health.state.mn.us/divs/eh/food/license/special.html

FDA / USDA Inspections

Guide to Regulations for Local Food Entrepreneurs
www.misa.umn.edu/publications/guidetoregulationsforlocal-foodentrepreneurs

FDA Registration Guides
www.fda.gov/Food/ResourcesForYou/Industry/ucm322302.htm#subject

Overview of Food Regulations
www.gaccmidwest.org/fileadmin/ahk_chicago/White_Paper/BTL_FoodRegulation.pdf

Who regulates what?
www.eater.com/2017/3/24/15041686/fda-usda-difference-regulation

Inspected By Someone Else (Delegated Agencies)

MDH Delegated Agency Book
www.health.state.mn.us/divs/eh/food/license/locals.pdf

Additional Resources



Who you may encounter during this step:

- Federal, state, and local food safety agencies
- Food advocacy organizations
- Universities & Other Educational Institutions
- UMN Extension
- Small Business Administration
- Neighborhood development agencies
- Food advocacy organizations

Grow North
www.grownorthmn.com/resource-navigator

Local Foods Advisory Committee
www.misa.umn.edu/resources/local-food-advisory-committee

Food Safety Partnership of Minnesota
www.health.state.mn.us/divs/eh/food/pwdu/fsp/index.html

Who you may encounter during this step:

- Business accelerators
- Business incubators
- Co-packers
- Trade organizations

5 Tips to Re-Evaluate Your Company's Goals
www.ballantine.com/5-tips-to-re-evaluate-your-company-goals

How to Conduct a SWOT Analysis for Your Small Business
www.thebalance.com/swot-analysis-for-small-business-2951706

Manufacturing Flowchart
www.lucidchart.com/pages/examples/flowchart/production-flowchart-template

Local Food Procurement

Directories
www.misa.umn.edu/resources/local-food-sales-resources/local-food-directories

Minnesota Grown
minnesotagrown.com

Wholesalers

Fresh Connect
www.lcsc.org/Page/549

Red Market
redmarketmn.com

Sprout
sproutmn.com

The Good Acre
thegoodacre.org

Scanning the Horizon



Farmer Groups

Land Stewardship Project
landstewardshipproject.org

MN Farm Bureau
www.fbm.org/farm-fresh

MN Farmers Union
www.mfu.org

MN Farmers' Market Association
www.mfma.org

Sustainable Farming Association
www.sfa-mn.org

Product Development

Cornell University Steps To Test Products
cfvc.foodscience.cals.cornell.edu/getting-started/steps-start/product

Farm to School
www.extension.umn.edu/food/farm-to-school

K-State General Considerations for Food Product Development
www.ksre.k-state.edu/kvaf/development.html#screen

Marketing Decisions - Cornell University
cfvc.foodscience.cals.cornell.edu/getting-started/steps-start/market-decisions

MN Grocers Association Fancy Food Shows Ed. Sessions
www.specialtyfood.com/shows-events/winter-fancy-food-show/education/education-program-winter



In accordance with the Americans with Disabilities Act, this information is available in alternative forms of communication upon request by calling 651-201-6000. TTY users can call the Minnesota Relay Service at 711. The MDA is an equal opportunity employer and provider. File Name: Starting a Food Business Roadmap.indd 11.28.18