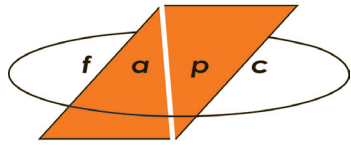


Food & Agricultural Products Center



FLASH!!

OKLAHOMA STATE UNIVERSITY™

Nov. 1, 2004

FAPC's Basic Training Reaches 500 Participants

STILLWATER – The Food & Agricultural Products Center at Oklahoma State University has reached another milestone.

More than 500 participants have attended FAPC's monthly workshop – Basic Training for Food Business Entrepreneurs – since the first workshop in July 1999.

This monthly workshop is designed to inform individuals about the basics of launching a food product into the market, said Chuck Willoughby, FAPC business planning and marketing specialist.

Topics covered include business planning, health regulations, product evaluation and marketing, labeling, patents and trademarks, and much more.

The workshop is held at FAPC on the third Thursday of each month. The fee is \$75, which covers the cost of materials and lunch. FAPC limits each workshop to 16 people to encourage interaction between the participants and the presenters.

Of the 500 individuals attending, 40 new companies have launched their products into the market, Willoughby said.

“Forty companies might not sound like a lot, but when you consider the number of new product launches that fail in the food industry which is highly competitive, we consider it a real success that we have helped so many people make an informed decision not to take the risk,” Willoughby said. “Those that do take the

risk, the FAPC has many great capabilities to help the entrepreneurs each step of the way.”

Individuals can find many of the products produced by the 40 Basic Training graduates at a local grocer, gourmet shop or even the state fairs in Oklahoma City and Tulsa.

“The FAPC would like to encourage everyone to buy made in Oklahoma products,” Willoughby said. “It's good for you and good for Oklahoma!”

For more information or to register for the Basic Training workshop, visit www.fapc.okstate.edu or call (405) 744-6071.



A list of the 40 Basic Training graduates are located on the reverse side.

Basic Training Graduates

Bill's Kitchen, Woodward
Granna's Chili, Bessie
My Dad's Salsa, Tulsa
Green Country Smoke House, Oklahoma City
Wikle's Water Works, Marietta
Valliant Vegetable, Oklahoma City
Stu's BBQ, Oklahoma City
Round Mountain Springs, Spavinaw
Janet's Eats & Sweets, Purcell
Earth Elements, Lexington
Gordon's Cow Tippin' Beef Jerky, Guymon
Jerry's Gourmet BBQ Sauce, Stillwater
Pep In The Mustard, Stillwater
Michael's Gourmet, Bixby
O.K. Agriculture, LLC, Noble
Hall Cattle Company's Beans, Mutual
Wandering Viking, Oklahoma City
High Hopes Beef Jerky, Alex
Loeb Sausage, Tulsa
Udder Farms, Yale

Blessetti's, Tulsa
Land Run Seasonings, Tulsa
Keepsake Candles, Bartlesville
Valley View Pecans, Shawnee
Confection Connection, Buffalo
Carla's Garden Products, Yukon
Lazy J Gourmet, Stroud
Outlaw Pickle Company, Guthrie
High Country Granola, Tulsa
Judy's Backpackers Beef Jerky, Del City
Augusto's Green Sauce, Tulsa
B-A Chef, Guthrie
Belle Star Buffalo Company, Eufaula
LeBlanc's Specialty Foods, Tulsa
Dryd Hyd Beef Jerky, Oklahoma City
Red River Gourmet Foods, Stillwater
Gift Companies, LLC, Glenpool
Good Living Tea, Yukon
Nana T's, Elk City
Mrs. Chadwick's Poundcakes, Lawton

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