



## Food-Related Business Resource Guide

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[www.feedkitchens.org](http://www.feedkitchens.org)

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Resource	Website/Phone	Comments
<b>General Business Resources</b>		
Wisconsin Business Answer Line	800-940-7232; <a href="http://www.wisconsinsbdc.org/answerline.htm">www.wisconsinsbdc.org/answerline.htm</a>	General business info and access to resources
Wisconsin Women's Business Initiative Corporation	<a href="http://www.wwbic.com">www.wwbic.com</a> ; 608-257-5450	Business Planning; Financing; Workshops; Services in Spanish
Small Business Administration	<a href="http://www.sba.gov">www.sba.gov</a> ; 608-441-5263	
Small Business Development Centers	<a href="http://www.wisconsinsbdc.org">www.wisconsinsbdc.org</a>	Workshops & business counseling
SCORE – Service Corps of Retired Executives	<a href="http://www.score.org">www.score.org</a> ; 608-441-2820	Counseling
City of Madison Office of Business Assistance	<a href="http://www.businessmadison.com">www.businessmadison.com</a> ; 608-267-8721	
Wisconsin Economic Development Corporation (WEDC)	<a href="http://www.inwisconsin.com">www.inwisconsin.com</a>	
WEDC Business Resource	<a href="http://getconnected.inwisconsin.com/">http://getconnected.inwisconsin.com/</a>	Statewide resources
Wisconsin Business Wizard	<a href="http://ww2.wisconsin.gov/state/wizard/app/LoadIntro">http://ww2.wisconsin.gov/state/wizard/app/LoadIntro</a>	Licensing, permits, other
Wisconsin Entrepreneurs' Network (WEN)	<a href="http://www.wenportal.org">www.wenportal.org</a>	Statewide resources
Madison Public Library	<a href="http://madison.scls.lib.wi.us">http://madison.scls.lib.wi.us</a> ; 608-266-6300 (central library)	
MadREP: Capital Connections Financing Inventory	<a href="http://thrivehere.org/business-tools/funding/">http://thrivehere.org/business-tools/funding/</a>	Financing in eight- county Capital region

<b>Money Management Resources</b>		
Green Path Debt Solutions	<a href="http://www.greenpath.com">www.greenpath.com</a>	Personal debt management assistance
Financial Education Center	<a href="http://dane.uwex.edu/family-living/financial-education-center/">http://dane.uwex.edu/family-living/financial-education-center/</a> ; 608- 261-5077	Personal debt management assistance
<b>Food-Business Resources</b>		
UW Extension – Food & Value Added Agriculture	<a href="http://fyi.uwex.edu/aic/">http://fyi.uwex.edu/aic/</a>	Resources for farmers and food producers
UW Extension – Online Course	<a href="http://fyi.uwex.edu/aic/startup/web-based-course/">http://fyi.uwex.edu/aic/startup/web-based-course/</a>	Assessing the Feasibility of Your Business Idea
Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)	<a href="http://datcp.wi.gov/food/starting_a_food_business/index.aspx">http://datcp.wi.gov/food/starting_a_food_business/index.aspx</a>	Information on Starting a Food Business
DATCP - <i>Wisconsin Local Food Marketing Guide</i> , 2011	<a href="http://datcp.wi.gov/uploads/Business/pdf/MK-DM-17_LFMG_Second_Edition_Final_Book_for_website.pdf">http://datcp.wi.gov/uploads/Business/pdf/MK-DM-17_LFMG_Second_Edition_Final_Book_for_website.pdf</a>	Free, download
Wisconsin Farmers Union	<a href="http://www.wisconsinfarmersunion.com/farmers_union_foundation.phtml">http://www.wisconsinfarmersunion.com/farmers_union_foundation.phtml</a>	Small grants for farm & rural organizations
Organic Processing Institute	<a href="http://www.organicprocessinginstitute.org">www.organicprocessinginstitute.org</a>	Education & resources for organic processors
USDA – Farm Service Agency	<a href="https://www.fsa.usda.gov/FSA/webapp?area=home&amp;subject=fmlp&amp;topic=dflop">https://www.fsa.usda.gov/FSA/webapp?area=home&amp;subject=fmlp&amp;topic=dflop</a>	Small microloans for farmers
Angelic Organics Learning Center	Justin Farr; 262-490-1576 <a href="http://www.learnrowconnect.org">www.learnrowconnect.org</a>	Small farmer financial capacity building
Whole Foods Market	<a href="http://www.wholefoodsmarket.com/mission-values/caring-communities/local-producer-loan-program">http://www.wholefoodsmarket.com/mission-values/caring-communities/local-producer-loan-program</a>	Low interest loans to local farmers & food artisans

## **Business Plan Outline**

- Introduction
- Mission, Vision and Objectives
- Company Summary
- Product/Service Offerings
- Market Analysis
- Target Markets
- Marketing/Sales Strategies and Projections
- Operational/Manufacturing Plans
- Management
- Financial Projections
- Appendix