



Entrepreneur Workshops

KIRAG Strategy, in partnership with Purdue's Food Entrepreneurship and Manufacturing Institute (FEMI), and Purdue Diversified Farming & Food Systems (DFFS), presents a workshop series for food entrepreneurs, farmers, and agriculture/producers who are looking to sell direct to consumers and into commercial markets.



Workshop 1: Food Business Launch Essentials

FREE Half-Day | In-Person | Open to All

This first workshop helps local food producers get ready to sell direct, into wholesale markets or scale into a full food brand.

You will learn in these expert-led sessions from FEMI & DFFS :

- How the food industry works and where your product fits
- What makes a product truly market-ready
- How to scale from home production to commercial kitchens

Includes:

- Roundtable discussion with peers
- Opportunity for *advanced virtual workshops*:
 - **FEMI Series 1:** Food Manufacturing and Commercial Sales (retail, foodservice, etc.)
 - **DFFS Series 2:** Wholesale Commodities & Direct to Consumer (commodity/farmers markets, institutional, etc.)

Join us!

THURSDAY, APRIL 9, 2026

8:30 a.m. to noon EST

MEADOW SPRINGS EVENT CENTER

8631 S HWY 421 FRANCESVILLE, IN 47946

Scan the
QR code or
use the link
below to
register
today!



[Click for Event Tickets Here](#)

[See full link below](#)

Completion of Workshop 1 allows participants to apply for admission into advanced FEMI and DFFS workshops

FEMI Series 1 Workshops | \$100 full series

Series 1 virtual workshops begin with evaluating new food product feasibility through market research. Participants learn to assess competition, identify category trends, and measure shelf life and sensory performance to guide successful product launches.

The second workshop focuses on turning product concepts into viable businesses. It covers building an effective business plan, defining target consumers, developing marketing strategies, and applying food safety and sanitation practices essential for consistent and compliant production.

A sample of tools participants will receive:

- 1-on-1 growth consultation
- Business plan templates
- Cost of goods calculator
- Social media marketing toolkit with AI support
- Marketing plan builder

DFFS Series 2 Workshops | \$100 full series

Series 2 virtual workshops offer practical tools to help small growers and producers strengthen their operations. The first covers essential production and business fundamentals, including food safety, basic farm finances, and recordkeeping for sustainable growth.

The second workshop explores crop expansion and diversification, help aligning production with capacity, seasonality, and market opportunities.

The final session focuses on marketing and distribution strategies, from pricing and channel selection to accessing institutional and wholesale markets.

Tools participants will receive:

- The Purdue Hort Calculator
- Enterprise budget examples
- Purdue Business INventure Plan tool