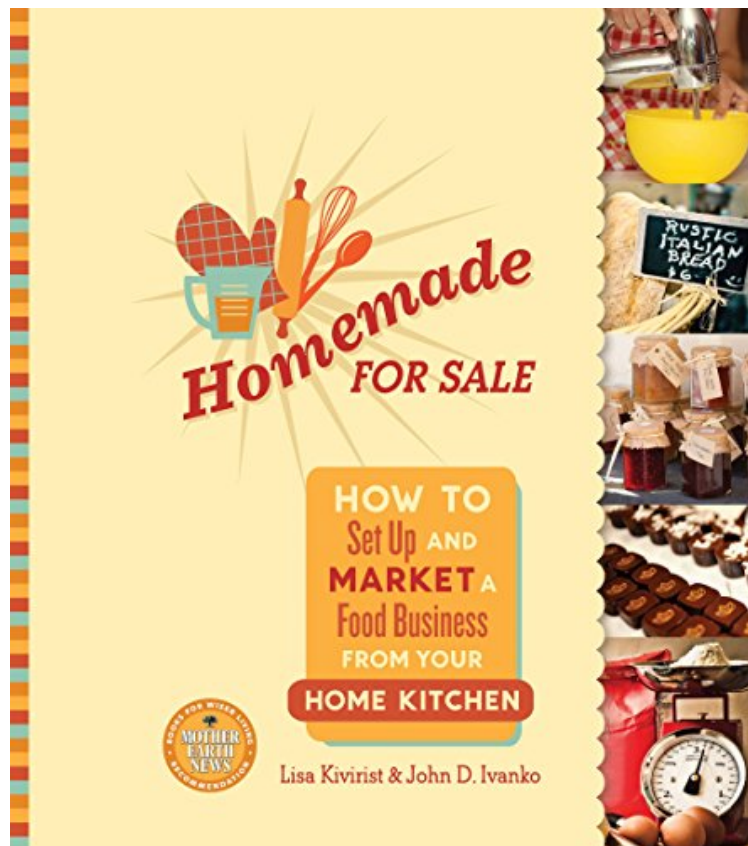


(Get free) Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen

Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen

John D. Ivanko, Lisa Kivirist

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John D. Ivanko, Lisa Kivirist : Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen before purchasing it in order to gauge whether or not it would be worth my time, and all praised Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen:

24 of 24 people found the following review helpful. Comprehensive, information packed, easy to understand!!!!!!!!!!!!!!By BitTwiddlerI bought the Kindle version, installed the Kindle reader on my smartphone and started reading. I have had a retail business before but never foraying into FOOD. I am keen this year to start selling at our local farmer market so tracked this book down from another source and purchased it from .With my computer browser open, I could read and research as I went. The data is very up to date as the book was released within the last few months. There is a lot of good information covering every bit of the process, more leaning to a cooked or finished food product (salsa, pickles, jams, baked goods, sauces, etc) than a raw food (fresh picked tomatoes and peppers) made at home and sold at a variety of venues.They cover everything that you might have to face.How to work on your product, produce it, package it, market it, brand it... what the law means and what health and food safety means. In about six hours I have most of the information I need to start (I am in a restrictive state so it will mean some more research and reaching out to various places to get the specifics, but). It gave me confidence on where to go to get

started and how to deal with the rest. Wish I had this 20-30 years ago with some of my previous attempts at running a business to sell what I made! Even if you won't be producing edible food products, it has some good information on how to navigate legal and tax, laws and zoning, permits, insurance, and do things right; sorting out LLC's and more. Dealing with internet presence, trust me, pretty much everything is covered. I found this very worth the price. Not often do I find something this well laid out; and even if some of it didn't apply I still read the entire book; as it did have useful things all the way through. As mentioned, it's not the exhaustive do-all or end-all, but. It is easy to read, well laid out, has plenty of references, and in the end saved my time. If you want to get into Farmer Markets, Craft Sales, Holiday Bazaars and the like, I recommend this as a good investment. Only thing I will add, on the 'setup checklist' add one or two towels in their own ziplock bags. If it's hot sit on one and you can move it about to let the sweat dry... if you have a flood on the table or something, you have something to mop up with. And a roll of paper towels in a baggie too. :) 0 of 0 people found the following review helpful. Happily Devoured Homemade for Sale By EdmuncmHomemade for Sale is one of the most instructive and well written books I've ever read. This book gave me the confidence to put action to my dreams of turning my small, home based beekeeping hobby into a business to sell our raw honey. I highly recommend this book to others interested in transforming their home based food preparation into reaching their own small business dreams. 2 of 2 people found the following review helpful. Excellent resource By Christie This book is an excellent resource for starting up your own cottage food baking business. Plenty of information in an easy to read format. It also provides resources for additional information and detail.

From farm-to-fork and "Buy Local" to slow food and hand-made artisan breads, more people than ever are demanding real food made with real ingredients by real people. Widely known as "cottage food legislation," over forty-two states and many Canadian provinces have enacted recent legislation that encourages home cooks to create and sell a variety of "non-hazardous" food items, often defined as those that are high-acid, like pickles, or low moisture, like breads or cookies. Finally, "homemade" and "fresh from the oven" on the package can mean exactly what it says. *Homemade for Sale* is the first authoritative guide to conceiving and launching your own home-based food start-up. Packed with profiles of successful cottage food entrepreneurs, this comprehensive and accessible resource covers everything you need to get cooking for your customers, creating items that by their very nature are specialized and unique. Topics covered include: Product development and testing Marketing and developing your niche Structuring your business and planning for the future Managing liability, risk, and government regulations You can join a growing movement of entrepreneurs starting small food businesses from their home. No capital needed, just good recipes, enthusiasm, and commitment, plus enough know-how to turn fresh ingredients into sought-after treats for your local community. Everything required is probably already in your home kitchen. Best of all, you can start tomorrow! Lisa Kivirist and John D. Ivanko are co-authors of *Farmstead Chef*, *ECOpreneuring*, and *Rural Renaissance*, and are innkeepers of the award-winning Inn Serendipity Bed Breakfast (innserendipity.com).

Library Journal Susan Hurst, March 2015 Many people who like to cook or preserve a dream of selling items they have pickled, baked, or otherwise prepared in their homes. What often stops them is the thought of the paperwork and requirements necessary to start up a business. The authors provide the background information and step-by-step instructions that budding entrepreneurs need. Chapters cover legal and health aspects of preparing food for sale, equipment needs, marketing and advertising, packaging and pricing, creating business plans, bookkeeping and financial management, and ways to grow the business. Written in an engaging and easy-to-read style, this is a real how-to manual. Well illustrated and designed, it includes detailed business profiles, links to useful services and sites, and examples of labels and product ideas. VERDICT An excellent, eminently practical resource to make a successful home-based food business a reality. Recommended for public libraries. Revive local economies and create jobs. Add value instead of selling commodities. Rebuild regional food systems. Diversify production on the landscape. Capitalize the infrastructure for a sane and healthy diet. And yet, there is no switch to flip: we have to start-small, learn the lessons, and grow this sector ourselves. *Homemade for Sale* is the perfect start. The many thousands of food entrepreneurs today making magic in their home kitchens and brushing elbows with farmers in packing sheds, are tomorrow's locally owned-processing companies, making tomato sauce for school lunch, and jelly for the local deli's sandwiches. Like seedlings and piglets, big things start small, from the ground up, and that means you and me, and the kitchen sink. Yes, we can! --- Severine v T Fleming, director of Greenhorns, co-founder of Farm Hack, National Young Farmers Coalition The *ECOpreneuring* team has done it again! Over the years, they've given us several indispensable authoritative guidebooks, but make note, their how-to writing style is uniquely playful and inviting. Lisa and John don't just invite you into their world, they suck you in. By the time you finish reading *Homemade for Sale*, you'll be wearing your farmers-market-John/jam-n-jelly-Jane hat in total confidence. --- MaryJane Butters, author of *Milk Cow Kitchen*, MaryJanesFarm.org Imagine for a minute what an extra \$5,000 or \$10,000 or more a year would mean to you and your family. If you could earn that money doing something you already love, right from your own kitchen, how would that change your life? This isn't some late night infomercial - this is micro-entrepreneurship made possible by recent Cottage Food legislation. Lisa and John's

latest book, *Homemade for Sale*, is a practical, tactical guide to help you turn your beloved hobby into a profitable, small-scale business. This step can feel like an intimidating leap, but *Homemade for Sale* is like the experienced friend that takes you in hand and shows you the path from here to there. If you have a passion for creating and sharing, you can have a business. Lisa and John show you how, with direct, expert advice on Cottage Food regulation, the day-to-day realities of business cash-flow management, marketing, branding, packaging and more. *Homemade for Sale* is an indispensable guide to joining the Cottage Food industry, avoiding common pitfalls and building a thriving business from your own home. Profiles of successful micro-entrepreneurs show the many ways people are successfully creating their own cottage businesses, and if you ever outgrow the "cottage" industry, *Homemade for Sale* covers how to scale up and join the world of commercial food production. Cottage Food legislation is the promise that almost anyone can become a businessperson and grow their own diverse income stream with almost no start-up cost or risk. *Homemade for Sale* shows you how to turn that promise into a successful, satisfying reality.---Erica Strauss, Northwest Edible Life

Homemade For Sale is an inspiring guide for anyone interested in starting a home-based food business. Lisa and John have been through the fire themselves and scoured the cottage food industry to find the best resources to help you get off the ground and succeed. From understanding your state's laws to incorporating your business to choosing the right products customers to market to, they take you step by step through everything you should be doing and thinking about. Their profiles on other cottage food entrepreneurs bring everything a little closer to home and may be just the motivation we all need to take part in the movement ourselves.---Lev Berlin, Founder ReciPal

Having answered thousands of cottage food-related questions, I can confirm that this book fills a void that the internet does not. I've seen many cottage food operations making tasty products with bland profits, and *Homemade for Sale* correctly focuses on the missing ingredient -- marketing. It will give your new business an edge in a crowded marketplace. Well-researched, loaded with examples, and perfectly tailored to the home cook, this book will point you in the right direction. For any first-time food entrepreneur, *Homemade for Sale* isn't recommended reading... it's required.---David Crabill, co-founder of Forager

"We are in a golden age for local, artisanal culinary products. But the food industry can be particularly challenging for startup businesses. *Homemade for Sale* is a valuable resource to help culinary entrepreneurs understand what lies ahead so they can more easily navigate their journey of turning their passion into a livelihood."--- Gregory Heller, author of *U.S. Kitchen Incubators: An Industry Snapshot*.

Many of my readers and students ask me for advice on starting a cottage food business. I'm thrilled to recommend *Homemade for Sale* as it is a comprehensive volume full of helpful legal knowledge to practical business and marketing advice. This is an essential for anyone ready to make the leap to launch their food business.---Kate Payne, author of *The Hip Girl's Guide to Homemaking* and *The Hip Girl's Guide to the Kitchen*

Lisa Kivirist and John Ivanko answer all the questions that you need to know about starting your own food business! This book is an amazing compilation of the current food laws and trends and will give any person interested in pursuing a career in food the upper hand. The research is strong and the writing witty with a perfect combination to make *Homemade for Sale* a must for any foodie, homesteader or dreamer. I wish this book came out 12 years ago when I was starting my own business as it would have given me a great upper edge!---Jordan Champagne, co-founder and co-owner of Happy Girl Kitchen Co.

What an insightful look at the cottage food industry. Food entrepreneurs receive useful direction - taking them from their idea's inception to finished product in this first authoritative guide of it's kind. Thank you for promoting Good Food with *Homemade for Sale*.---Jim Slama, President, FamilyFarmed