

***Diversify Your Minnesota Farm Business Through Food Service:
A How-to Manual for Serving Food on Your Farm, from Farm-To-Table Dinners to
Pizza Farms and More***

Project Overview

With the exploding market for local foods and direct farmer connections, there is increasing demand for various forms of on-farm food service businesses that offer the public opportunity to dine on the farm, from farm-to-table dinners to “pizza farm” operations. This unique manual, *Diversify Your Farm Business Through Food Service: A How-to Manual for Serving Food on Your Farm, from Farm-To-Table Dinners to Pizza Farms and More in Minnesota*, addresses this opportunity for farms to diversify and manage risk through such endeavors by offering information and advice to support farmers through the start-up process. Given the high investment cost of installing an on-farm commercial kitchen, such a resource is particularly important to help farmers make strategic decisions that ultimately support the financial success of their farm operation.

Diversify Your Farm Business Through Food Service helps farmers assess and evaluate the business planning aspects of such an enterprise, with a particular focus on navigating and understanding the legal aspects of farm food service. As ventures such as farm-to-table dinners and pizza farms often don't neatly fit into current regulation categories and frequently may be the first of it's kind in a county, this manual particularly dials into how farmers can engage and work with their local regulators and inspectors to ensure a positive working partnership and ultimate business success and long-term viability.

Additional key topics covered:

- Assessing market opportunity
- Food business licenses
- Liability and legal best practices
- Marketing: Pricing, advertising & outreach
- Business plan checklists

The manual will also include case study examples from on-farm food service operations in the Midwest, including start-up recommendations, cost estimates and “things I wish I knew before I started” entrepreneurial advice.

Manual Description/Release Date: February, 2015

- Modeled after the Minnesota [Farmstay Manual](#), *Diversify Your Farm Business Through Food Service* will be approximately 50 pages and available as a free resource (print & on-line PDF) via the Minnesota Institute of Sustainable Agriculture (MISA)
- This manual can be readily adapted as a resource for other states, working in partnership with MISA.

Development Team

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Renewing the Countryside
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