



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

By Lisa Kivirist, John D. Ivanko

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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).

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- Sales Rank: #360519 in Books
- Published on: 2015-03-17
- Original language: English
- Number of items: 1
- Dimensions: 8.80" h x .60" w x 8.00" l, .0 pounds
- Binding: Paperback
- 240 pages

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Editorial Review

Review

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", *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

From the Back Cover

The authoritative guide to launching a successful home-based food enterprise, from idea and recipe to final product

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.

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!... *Homemade for Sale* is the perfect start.

--- Severine v T Fleming, director of Greenhorns, co-founder of Farm Hack, National Young Farmers Coalition

Recently, over 42 states and many Canadian provinces have enacted legislation that encourages cooks to create and sell a variety of food items from their own kitchen. From pies to pickles and granola to preserves, "from our house to yours" on the label can finally mean exactly what it says.

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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

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---David Crabill, co-founder of Forrager

Lisa Kivirist and **John D. Ivanko** are stirring up revolution at the highly acclaimed Inn Serendipity Bed & Breakfast, which they share with their son, millions of ladybugs, and a 10kW Bergey wind turbine. John and Lisa are also co-authors of *Farmstead Chef*, *ECOpreneuring*, *Rural Renaissance* and many other books.

To help bring you the very best inspiration and information about greener, more sustainable lifestyles, Mother Earth News is recommending select New Society Publishers books to its readers. This book is one of them.

About the Author

Lisa Kivirist is a national speaker, writer, and innkeeper of Inn Serendipity Bed & Breakfast. Together with her husband, John, Lisa is co-author of the award-winning *ECOpreneuring* as well as *Farmstead Chef* and *Rural Renaissance*. Lisa is a distinguished Kellogg Food and Society Policy Fellow and a national advocate and leader for women in sustainable agriculture. She initiated and directs the Rural Women's Project of the Midwest Organic Sustainable Education Service (MOSES), an award-winning initiative providing resources and networking for women farmers and food-based entrepreneurs.

John D. Ivanko is a national speaker, writer, photographer, ecopreneur and innkeeper of Inn Serendipity Bed & Breakfast. Together with his wife, Lisa, John is co-author of the award-winning *ECOpreneuring* as well as *Farmstead Chef* and *Rural Renaissance*. He is also the co-author and photographer for six award-winning multicultural children's books for the Global Fund for Children.

Users Review

From reader reviews:

Loretta Faria:

Do you one of people who can't read satisfying if the sentence chained inside straightway, hold on guys this specific aren't like that. This *Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen* book is readable by you who hate the perfect word style. You will find the data here are arrange for enjoyable looking at experience without leaving perhaps decrease the knowledge that want to deliver to you. The writer of *Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen* content conveys the idea easily to understand by many individuals. The printed and e-book are not different in the content but it just different available as it. So , do you nonetheless thinking *Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen* is not loveable to be your top checklist reading book?

Andrew Howe:

A lot of people always spent their free time to vacation or even go to the outside with them loved ones or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity here is look different you can read the book. It is really fun in your case. If you enjoy the book you read you can spent all day every day to reading a book. The book *Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen* it is extremely good to read. There are a lot of those who recommended this book. They were enjoying reading this book. When you did not have enough space to create this book you can buy often the e-book. You can m0ore quickly to read this book from a smart phone. The price is not very costly but this book possesses high quality.

Daniel Slater:

Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen can be one of your beginner books that are good idea. All of us recommend that straight away because this book has good vocabulary which could increase your knowledge in words, easy to understand, bit entertaining but still delivering the information. The copy writer giving his/her effort to get every word into delight arrangement in writing *Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen* yet doesn't forget the main point, giving the reader the hottest in addition to based confirm resource data that maybe you can be among it. This great information can easily drawn you into fresh stage of crucial pondering.

Eric Valentine:

This *Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen* is completely new way for you who has intense curiosity to look for some information as it relief your hunger info. Getting deeper you on it getting knowledge more you know or perhaps you who still having small amount of digest in reading this *Homemade for Sale: How to Set Up and Market a Food Business from Your Home Kitchen* can be the light food for yourself because the information inside this particular book is easy to get simply by anyone. These books produce itself in the form and that is reachable by anyone, sure I mean in the e-book form. People who think that in publication form make them feel sleepy even dizzy this reserve is the answer. So there is absolutely no in reading a publication especially this one. You can find what you are

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