



**NEWS RELEASE – February 4, 2010**

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**New CWI Workshop Designed to Help Promote a Sustainable Treasure Valley Local Foods Network**

*Program is for Producers, Distributors, Sellers, Food Outlets and Consumers Interested in Moving Food Businesses Forward*

The College of Western Idaho Farm Business Management Program is hosting a workshop designed to help the Treasure Valley build a more sustainable, local food network. "Seeding Successful Local Food Businesses" will bring together local experts who are passionate about building a team that can help support a strong local foods community. The workshop will be from 9 a.m.-4 p.m. Feb. 13 in Room 184 at the College of Western Idaho, 2407 Caldwell Blvd. in Nampa.

Experts who will speak at the workshop include Dustan Bristol, chef and owner of popular restaurant Brick 29 in Nampa; Mark Roby, a former radio and TV personality with more than 30 years of experience in the financial services industry; and Risa DeMasi, partner and director of marketing for Grassland Oregon.

During the workshop, participants will:

- Learn how to bring all segments of their food business together and identify problems and needs
- Learn about how to present product information about grass-fed meat
- Explore marketing strategies
- Discover how to build infrastructure and maintaining consistency and quality
- Find out how to create business-building financial strategies
- Listen to a panel discussion by local experts about which business practices really work
- Browse through an informal trade show.

For more information or to register, call Niki Roth 562-2072.

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**About the College of Western Idaho:**

The College of Western Idaho is the gateway to a comprehensive range of education and training opportunities for the communities it serves across Southwestern Idaho. CWI is a community asset that enhances accessibility to higher education and 21st Century technical skills acquisition, enabling its students and the broader community to achieve more. The foundation for Southwestern Idaho's only community college was created by a supermajority of voters in Ada and Canyon counties on May 22, 2007. For more information, visit [www.cwidaho.cc](http://www.cwidaho.cc) or call (208) 562-3500.

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