



Shared-Use Food Processing Centers

-THE RIGHT FIT FOR YOU.....

Shared-Use Kitchens

- Answer the questions before you start!

What is a Shared-Use Kitchen?

- Models vary from community to community
 - University based
 - Government based
 - Community based
 - Faith based
 - Non-Profit
 - For- Profit
 - Coop
 - Virtual
 - Business Incubator Modeland more

More about the Business Incubator Model

- Not all shared-use kitchen are...or should be the business incubator model.
- The type of services provided to those using a shared-use kitchen will help determine the model.

Business Incubator Services..summary

- Comprehensive business assistance
- Professional business & technical support
- Professional infrastructure: mentors, advisory
- Client financial referral & support
- Commercial & marketing assistance
- Higher education links
- Appropriate facility or virtual network
- Governance policy & procedures
- Client screening for entrance & graduation
- Incubator evaluation program

Do You Really Need a Shared-Use Kitchen?

- Determining the need for a shared-kitchen is a process.
 - Is there a true need?
 - Is there adequate interest?
 - Is this a stand alone concept or are others also pursuing a similar concept?
 - How can you answer these questions?



Determine the Need!

- Interest Survey
- Interviews
- Research
- Ask the experts and others in the field

OK...There is a need....Now What?

- Now is the time to conduct a feasibility study
 - It will help you answer the questions that need to be answered.
 - Why is it needed?
 - What is it needed for?
 - Where should it be located?
 - Should it be new, rebuilt, or existing? What size should it be?
 - Who will use it?
 - What equipment is really needed?
 - Who will fund it? What will the budget 3-5 yrs. look like?
 - Who will manage it?
 - Who will the key partners be?
 - Who will help promote and market the project?
 - Do you have the adequate resources and capacity of staff & partners?
 - Can it support itself after a brief start-up period?

The questions that help spell success!

- Every question is important...but some are more important.
- Is there really a need?
- Do you have the resources to plan, develop, and manage a project?
- And most important....**Can This Project Sustain itself from income generated by the project?**



WHAT IS THE RIGHT FIT FOR YOU?

- The project should fit the need, the resources, and the community.
- If you have to create resources this may not be the type of center for you.
- Plan and develop the project with the flexibility to adapt to changing needs.
- There is no “one” model

Shared-Use Center Processing Options

- Mix-use facilities....variety of processors: bakers, specialty packaged foods, caterers, community use, co-packing.....etc.
- Co-Packing facilities....custom packing of products for others
- Catering facilities
- Specialty centers...organic, gluten-free, etc.
- Others.....Only bakers, cheese, meat, etc.
- Each type of center has very specific needs.

Keep the questions coming!

- The feasibility is your chance to get important questions answered.
- The feasibility study will lay the groundwork for your business plan..... Yes, a business plan.

Wisconsin Shared-Use Kitchens

- 10 years ago...three kitchens: Superior, LaCrosse, and Algoma
- Today...the number grows: Wausau, Florence Co. Mazomanie, Monroe, Mineral Point, Beloit, Fox Valley, Racine.....and more in development.
- There are many restaurants and community kitchens being used around the state that are not on the “radar”.

NEW QUESTION.....IS THERE A NEED FOR A STATE OF WISCONSIN NETWORK OF SHARED-USE KITCHENS?

What functions would a formal network of kitchens be able to provide to new and existing projects and the many partners who support them with technical, business, and mentoring support?

Interested in more information?

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