



## Making it in Michigan 2015 Conference and Trade Show

*Foster Swift Agricultural Law News*

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**PRACTICE AREAS**

Agri-Business

Registration is now open. The Making it in Michigan 2015 Conference and Trade Show will take place on Nov. 10, 2015 at the Lansing Center.

The theme of this year's conference is "Ingredients for Success - Components and Processes for Safe, Sound and Smart Product Development."

The conference will feature educational sessions covering strategies for the following:

- Processing know-how for shelf-stable products
- Understanding the nuts and bolts of risk reduction
- Taking the business to the next level
- Preparing for an unannounced food inspection visit
- Understanding legal basics for starting a food business
- Keeping your food business sales growing
- Learning how to build the right team
- Breaking into the retail market
- Being recall ready
- Discovering your competitive advantage in the specialty food market

The MSU Product Center team is excited to present the following at the conference:

- Industry keynote speaker session, and;
- Practical, hands-on educational classes on launching or expanding your business and preparing for the road ahead.

Register [here](#).

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