



Virtual Office Hours

AURI helps Minnesota food and beverage entrepreneurs get practical answers, navigate common business challenges, and connect with technical resources through free, twice-monthly virtual office hours. Each session combines a focused topic with open Q&A, creating an easy starting point for both new and growing food businesses.

WHO WE ARE

The Agricultural Utilization Research Institute (AURI) supports agricultural producers, entrepreneurs, and food businesses by connecting them with experts, science-supported information, and practical technical assistance.

AURI helps businesses move from questions to action; providing the knowledge, expertise, and connections they need to make informed decisions, strengthen their operations, and identify their next steps.

WHO WE SERVE

- Minnesota food and beverage entrepreneurs
- Agricultural producers developing value-added products
- Startup and early-stage food businesses
- Scaling or mature food business seeking technical assistance

INDUSTRY CHALLENGES ⓘ AURI SOLUTIONS	
Uncertainty of what is required to sell food	ⓘ Understanding permits, licenses, and approval processes needed
Navigating food safety requirements	ⓘ Guidance to ensure your food product meets safety standards
Enhancing recipes to meet consumer expectations	ⓘ Recommendations on ingredients and recipe development
How to expand your business	ⓘ Provide resources and connections for growing and scaling up your business
Understanding nutrition label requirements	ⓘ Assist in creating nutrition labels and interpreting recipes for claims

**1**

JOIN A SESSION

Choose the recurring office-hours time that works best and connect by Zoom.

2

BRING YOUR QUESTIONS

Ask about the food business challenge, resource, or technical topic you are working through.

3

LEAVE WITH NEXT STEPS

Receive practical direction and links to relevant AURI tools or follow-up services.



READY TO UNLOCK NEW OPPORTUNITIES FOR YOUR BUSINESS?

Access AURI virtual office hours at
www.auri.org/services/food/ask-an-auri-expert

Program Note: Virtual office hours are made possible through the Minnesota Resilient Food Systems Infrastructure program, funded through a cooperative agreement between USDA and the Minnesota Department of Agriculture.