

Establishing a Home-Based Baking Business

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Lexington, KY

In 2019, integral legislation ([House Bill 468](#); [902 KAR 45:090](#)) was signed into law establishing guidelines for home-based processors and home-based microprocessors manufacturing and marketing foods/food products from their home, at a local market or roadside stand, at events, or online. In urban communities, many individuals with strong talents and entrepreneurial dreams lack the knowledge and support to turn their hobbies into sustainable businesses. Cooperative Extension can respond with practical, client-centered support.

Kentucky State University's (KYSU) Cooperative Extension Service helped transform a local baker's dream into a thriving business. Jackie Branham, an aspiring entrepreneur with a passion for baking, partnered with Lynsey Crumbie, KYSU's Community Resource Development State Specialist in Entrepreneurship, to turn her hobby into a legally established enterprise.

Through personalized one-on-one coaching, Crumbie guided Branham in creating a SMART four-week action plan that led to the launch of "2T's Sweet Tooth," a Limited Liability Company (LLC). Branham also secured a Kentucky Home-Based Processing certificate and local occupational licenses, ensuring full compliance with state regulations.

KYSU introduced Branham to key resources from the *Kentucky Department for Public Health Food Safety Branch*, the *Kentucky Secretary of State*, and the *Kentucky Small Business Development Center*. Technical assistance included product development, packaging and labeling, marketing strategies, point-of-sale technology, recordkeeping systems, pricing strategies, and food safety education. Crumbie also provided guidance on financial management and supply storage systems that meet safety standards. Branham reported that prior to working with KYSU Cooperative Extension, she felt overwhelmed and uncertain about where to begin. After engaging with KYSU, her confidence and entrepreneurial competencies significantly improved.



Figure 1. Jackie Branham's vendor booth



Figure 2. 2T's Sweet Tooth branding and packaging

Reflecting on her journey, Branham shared, "[Crumbie] has taught me so much. There is a lot that you don't know until you do, and by setting [SMART] goals up front, I was able to prioritize what I needed to get my business off the ground for my first event." Branham's achievement has inspired friends and family to explore entrepreneurship, creating a ripple effect of empowerment within the community.