

JOIN US FOR AGRI-FOOD BUSINESS PLANNING PROGRAM

**2 DAYS, 8 MODULES
BUSINESS AND MARKETING
DEVELOPMENT**

PERFECT FOR FOOD PROCESSOR START-UPS,
FARMS PLANNING VALUE ADDED PRODUCTS
AND ESTABLISHED FOOD AND BEVERAGE
BUSINESSES STREAMLINING OPERATIONS

DAY 1

- **Business Planning Process:** Learn the process and structure to planning your food business.
- **Product Development:** Learn formulation techniques and how to commercialize your recipes.
- **Market Access and Analysis:** Learn the basics of how to research and market your food products.
- **Quality Assurance:** Learn the implementation of operational standards.

DAY 2

- **Financial Planning:** Learn how to develop and use budgets, forecasts and financial statements.
- **Labeling and Packaging:** Review the keys of package design, regulations and food production.
- **Production Economics:** Determine the costs of production, operations and co-packaging options.
- **Logistics:** Learn the basics of procurement, receiving, storage and shipping.



Facilitated by Farm|Food|Drink Business Specialist, Greg McLaren
Business Advisory Team Inc. and Left Field Marketing (www.farmfooddrink.ca)

Special guest presenter and industry/regulatory expert, Candice Appleby, Executive Director,
Small Scale Food Canada (www.ssfpa.net)

Date: Mon., Jan. 15 / Tues., Jan. 16
Time: 8:30am – 5:00pm

Location: Farm|Food|Drink
75 Bastion Street, Nanaimo
Cost: \$100 per person
Includes coffee, snacks and lunch (both days)

CO-HOSTED BY:



REGISTER AT: www.ssfpa.net or CALL the Farm| Food| Drink Office at: (250) 754-4916

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