



## News Release

FOR IMMEDIATE RELEASE

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### Innovative Canadian women's food business program launches second cohort

**NANAIMO, BC, January 25, 2024** — Farm Food Drink is pleased to announce its partnership with the Small Scale Food Processor Association (SSFPA) in a two-year bilingual initiative to train Canadian women/intersectional individuals to step up their food processing businesses with venture capital.

"We are delighted to work closely with the SSFPA and a number of knowledgeable experts to introduce a second cohort of women to ***Venture-Capital Ready: Investment Training for Women Entrepreneurs***," says Cheryl Farmer, Venture-Capital Ready Lead.

"By the end of the project in early 2025, we expect to have trained up to 50 women/intersectional entrepreneurs, equipping them to grow their businesses with the support of interested investors."

The ***Venture-Capital Ready*** program addresses the fact that women/intersectional business people receive only four percent of available venture capital. "Even when they do receive financing, generally it's less than that received by men in business," notes Farmer.

Funded by the Government of Canada's Women's Entrepreneurship Strategy program, ***Venture-Capital Ready*** provides participants with the resources and supports to be investment ready. Farmer notes that winning over venture capitalists takes dedication and a willingness to learn and adapt. "Women struggle to present their business in a way that resonates with investors, and this program addresses that issue."

"Venture-Ready Capital not only introduces participants to the world of investment financing, but shows them how to negotiate investor meetings — in particular the all-important investor question-and-answer session, which can trip up the unwary woman entrepreneur," says Venture-Capital Ready Manager and SSFPA Co-Manager Sandra Mark.

"Our partners, including financial services team SVX, feminist financial platform Movement51, Farm Food Drink, and others, provide essential preparation so women who are poised to scale up their businesses can take that step with confidence."

***Venture-Capital Ready*** is offered free of charge to Canadian women/intersectional entrepreneurs (upon acceptance). For more information on the program, visit [farmfooddrink.ca/women-led-business/](https://farmfooddrink.ca/women-led-business/) or [venturecapital.ssfpa.net](https://venturecapital.ssfpa.net).

**FARM FOOD DRINK** is a team of research, planning, and marketing experts focused on agrifood and food processing support programs for women and other overlooked business people. Doing good work with good people doing good things (with food) is our true mission.

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