

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 protection.
- **Production Economics:** Determine the costs of production, operations and co-packing 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)
Food Industry Specialist, Sylvia Chong, MSc, CCHP - Foundtree Product Design
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Date: April 1-2, 2017

Time: 9am-4pm

Location: Creston - Wynndel Hall
5127 Wynndel Rd.

Cost: \$105

***INCLUDES LUNCH AND 8 MODULE BINDER**



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Delivered by:
**BUSINESS
ADVISORY TEAM**



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product design

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