

Calling All Foodpreneurs

From the Idea to the market:
Recipe to success!

Thursday, April 20, 2017
9:00 to 4:30

OAFVC Board Room
116 Industrial Park Rd
Colborne. ON K0K 1S0
(905) 375-7047



LIMITED SPACES ♦ PRE-REGISTRATION REQUIRED ♦ \$25.00 Workshop fee
<https://foodpreneurworkshop.eventbrite.com>

The Business Approach

- o Initial Capital and Time
- o Legal & Trademark
- o Feasibility of product concept: Who is your consumer and what problem do you solve
- o Who / Where is your target Market?
- o Funding
- o Sampling and Surveys: Where are your strengths – gaps
- o Selling your product: Channels

Food Safety and Regulations

- o Quality Assurances
- o Food Inspection protocols
- o Packaging and Labeling
- o Government Regulations

Thinking about your Product

- o Viability

Understanding the Market

- o Pricing
- o Local or mass production
- o Successful branding and packaging
- o How to reach retailers

OAFVC
ONTARIO AGRI-FOOD VENTURE CENTRE

**Northumberland
county**

Snacks, light lunch, tea, coffee and water/pop will be provided.
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