

# Join Us for Agri-Food Business Planning Program

2 DAYS OF FOOD BUSINESS PLANNING

- 8 Modules of Business and Marketing Development for Agri-Food Processors -



If you ever wanted hands on guidance and structure for planning your food business/and help starting a viable food business plan this program is designed for you.

This two day event takes you through a planning process specifically designed for food businesses. Perfect for food processor start-ups, farm's entering into value added products and established food businesses streamlining operations. Eight modules that allow you to plan for the critical elements of running a food business. Sign up for one day or two!

These eight modules have been developed by the BC Ministry of Agriculture to help Agri-food processors grow.

- DAY 1**
- Business Planning Process
  - Market Access and Analysis
  - Product Development
  - Financial Planning

- DAY 2**
- Quality Assurance
  - Labeling and Packaging
  - Production Economics
  - Logistics



## INSTRUCTED BY FOOD BUSINESS SPECIALISTS:

Greg McLaren, Business Advisory Team & LeftSpoke (Food) Marketing and Candice Appleby, Executive Director for the Small Scale Food Processor Association

**DATES:** Day 1 - January 14 8:30-3:30pm & Day 2 - January 21 8:30-3:30pm

**LOCATION:** Visitor center, #101-3607 Small Road, Cumberland, BC  
Future workshops to be held across Vancouver Island

**COST:** \$50 plus GST each day or \$85 for both days, includes refreshments and lunch!

**HOW TO REGISTER:** [www.ssfpa.net](http://www.ssfpa.net) - go to "Register for Workshops" page

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