Selling Food to Ontario Workshop

Selling Food to Ontario is a full-day workshop offered to producers and small-scale processors looking to expand into new markets such as restaurants/foodservice, food retailers and institutions. The workshop agenda includes time for two mandatory modules and three additional modules, selected from the optional topic menu based on local audience needs.

# Mandatory Modules

## Market Channel Opportunities Primer

This preliminary session will provide an overview of market channel opportunities – a glimpse into who they are and how they purchase food. Here we will also explore some of the cross-cutting customer expectations that producers and processors should be aware of, regardless of which channel they plan to pursue. A useful primer before you dive into these topics in greater detail!

*Presenting Branch: Agriculture Development (Business Management Unit)*

## Understanding the Basics of Food Regulation

Confused by different food regulations?  This module will help you understand the different regulatory authorities and will provide an overview of provincial and federal regulations for foods of plant origin, meat, dairy, and fish. You will also learn about cross commodity public health and federal regulations. This presentation is meant as an introduction to get you thinking about regulations and how they might impact your business.

*Presenting Branch: Food Inspection*

# Optional Module Menu (three chosen for each workshop offering)

## Food Safety Program Requirements

Are you thinking of expanding your markets and selling to new market channels? The Food Safety Program Requirements module will help you to gain an understanding of the importance of food safety programs, the changing landscape, program options and the minimum program requirements you need to add value to your business. Here we will also explore the resources available to help get you started.

*Presenting Branch: Food Safety & Traceability Programs*

## Costing and Pricing for Profit

Will you make money if you pursue new market channels with your products? This session will help to build your understanding of how pricing works along the food supply chain and how to price your products for success. You will sharpen your pencils and have some hands-on practice with calculating product costs and margins to help assess which prospective channel might be best for you.

*Presenting Branch: Agriculture Development (Business Management Unit)*

Getting Your Product Listed & Keeping It There

This session will provide information to help you get your product listed in a retail store and how to keep it there. We will give practical tips on who to talk to, how to approach them and how to maintain good working relationships. We will also highlight a real life success story of how a food company got their product listed.

*Presenting Branch: Business Development*

Food Packaging & Labelling

This session will provide information on why you need packaging for your product, where to get it and the different design type and materials that will work best for your product. We will also discuss labelling requirements for compliance with regulatory agencies. In this session you will learn about options for effective food packaging, packaging sources and package design and materials.

*Presenting Branch: Business Development*

## Business Structures

This session will provide information about different structures for your food business, including sole proprietorships, partnerships, corporations and co-operatives. After this session, you will be able to identify pros and cons of each structure and considerations that should be looked at when selecting an appropriate structure.

*Presenting Branch: TBD*

**Food Trends: Consumer & Industry Expectations (NEW!)**

This session will provide information on the changing demographics in Ontario, Ontario principal grocery shopper insights, and food behaviour patterns. We will also discuss the definition of local and why consumers buy local. This session will help participants identify opportunities in the changing market to start or expand their business.

*Presenting Branch: Business Development*