A person wearing a grey suit with gold buttons is shown from the waist down. The image is overlaid with a blue gradient. The text "I AM" is at the top and "READY" is at the bottom, both in large, white, bold, sans-serif capital letters.

I AM  
READY



# Business essentials for agri-food entrepreneurs

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# Business plan

- Identify core products and services being sold
- Identify target market/clients
- Identify the systems and processes needed to manufacture the product
- Include realistic cash flow statements that include costs, margins, and projected revenues
- Strategies to market the product
- Identify and implement regulatory requirements





# Business plan

- Develop financial systems and practices
- Identify core vendors and partners
- Provide clear responsibilities for individuals within a company
- Clear objectives in production, sales, and other business-related activities (attending trade shows, attending professional development seminars, etc.)
- A reasonable timeline to realise the goals
- Key decision points to decide whether to pursue the strategy or change course





# Core products & services

- What do you want to sell
- What makes your product unique
- What do you need to produce your product?
- How much money do you need to produce one item?
- How do you compare in terms of price, packaging, quality to competitors?





# Core products & services

- How will you manufacture the product?
  - Where will you get the labels?
  - Where will you get the jars/packages?
  - From whom will you get the ingredients?
  - Where will you make/mix the product?
  - Will you get a copacker?
    - If so, how you will determine which copacker to use?
- Who are your suppliers?
- Who can be back up suppliers?





# Business supports

- Eastern Ontario Agri-Food Network
- PARO Centre for Women's Enterprise  
Foodpreneur 1 and Foodpreneur 2  
<https://paro.ca/bizcamps/>
- <https://foodpreneuradvantage.ca/>
- <https://www.foodpreneurlab.com/>
- <https://ssfpa.net/>
- <https://bioenterprise.ca/>
- <https://sbcentre.ca/programs/foodpreneur-scale-up/>
- <https://innovationcluster.ca/programs>
- <https://ised-isde.canada.ca/site/global-innovation-clusters/en/canadas-protein-industries-cluster>





# Business supports

- <https://bioenterprise.ca/>
- <https://sbcentre.ca/programs/foodpreneur-scale-up/>
- <https://innovationcluster.ca/programs>
- <https://ised-isde.canada.ca/site/global-innovation-clusters/en/canadas-protein-industries-cluster>
- <https://www.canadianwomeninfood.ca/>
- <https://www.localfoodandfarm.coop/>





# Finances

- Do you need to rent a location?
  - How do you get your location certified for a commercial kitchen?
  - What are the renovation costs?
  - What are the inspection costs?





# Finances

- What are your start-up costs?
  - Registering a company
  - Bookkeeper
  - Ingredients
  - Equipment
  - Packaging
  - Labelling
  - Transportation/delivery
  - Attending farmers markets, trade shows, travelling to visit distributors
  - Distributor / broker costs
  - Salary
  - Consultants (food technicians, labelling experts, etc.)
  - Working capital





# Finances

- How much do you need and when do you need?
- [https://innovation.isde-isde.canada.ca/s/?language=en\\_CA](https://innovation.isde.isde.canada.ca/s/?language=en_CA)





# Regulatory landscape

- Zoning laws
- Food handling training
- Health inspections
- Food labelling
- Financial practices
- How to register a SKU





# Regulatory landscape

- <https://bizpal.ca/>
- [https://foodlabelmaker.com/regulatory-hub/cfia/industry-labeling-tool/?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign={CampaignName}~{AdGroupName}&keyword=&matchtype=&creative=&device=c&Location=1002411&gad\\_source=1&gclid=CjwKCAiArva5BhBiEiwA-oTnXVjfJfpOMAZp6y\\_r2DIs2OX5-VK-TfXR8A01k5T9ZIDOR97Uj\\_rzyhoC7s8QAvD\\_BwE](https://foodlabelmaker.com/regulatory-hub/cfia/industry-labeling-tool/?utm_source=google&utm_medium=cpc&utm_campaign={CampaignName}~{AdGroupName}&keyword=&matchtype=&creative=&device=c&Location=1002411&gad_source=1&gclid=CjwKCAiArva5BhBiEiwA-oTnXVjfJfpOMAZp6y_r2DIs2OX5-VK-TfXR8A01k5T9ZIDOR97Uj_rzyhoC7s8QAvD_BwE)
- <https://inspection.canada.ca/en/food-licences>
- [https://gs1ca.org/small-business/?gad\\_source=1&gclid=CjwKCAiArva5BhBiEiwA-oTnXflgl0uc-zyp3TZhKa1s6iY2zSK7i6h29tsqsetApyFecGO-8oJxkRoCbaYQAvD\\_BwE](https://gs1ca.org/small-business/?gad_source=1&gclid=CjwKCAiArva5BhBiEiwA-oTnXflgl0uc-zyp3TZhKa1s6iY2zSK7i6h29tsqsetApyFecGO-8oJxkRoCbaYQAvD_BwE)



# Timeline



- Sales targets for month 1, 2, 6, and 12
- How many units sold?
- How much profit do you want to generate?

- Sales channels  
D2C? B2B?  
Distributors?
- Suppliers,  
copackers
- Software needs
- Equipment needs

- matching cashflow needs with timeline
- how much financial cushion do you need?
- what are key turning points?

- staffing needs
- logistics
- sales cycles



# Staffing needs

- Hours of operation?
- Do you have a peak season?
- What are the skills you need?
  - Cook, delivery driver, salesperson, website, bookkeeper, food prepper, server
- There are many places to contact to find workers. If contacting an educational facility, you can ask to speak with their student placement office or ask to post a job on their job board. All post-secondary institutions offer co-op placements and many will come with incentives to employers (hiring grants). Reach out to the educational facility directly for more information





# Staffing needs

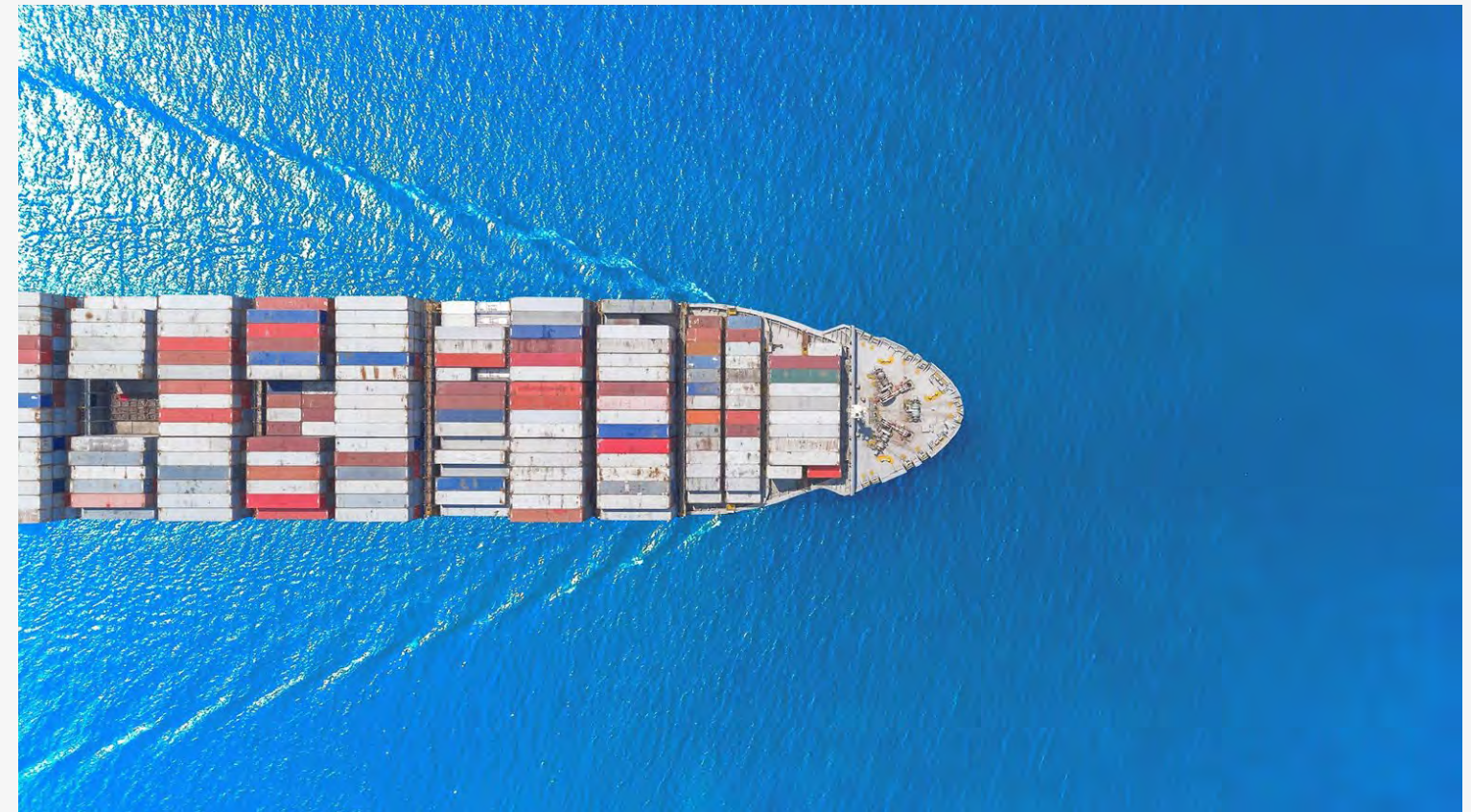
- <https://csepr.ca/en/>
- [https://www.farmsatwork.ca/find\\_farm\\_work](https://www.farmsatwork.ca/find_farm_work)
- <https://www.fcc-fac.ca/en/knowledge/find-retain-develop-farm-employees>
- <https://www.agcareers.com/Ontario-Jobs.cfm#gsc.tab=0>
- <https://lise.bourgeois-en.collegelacite.ca/>
- <https://www.cordonbleu.edu/ottawa/>
- <https://www.algonquincollege.com/business-hospitality/program/chef-training/>





# Importing food

- <https://inspection.canada.ca/en/importing-food-plants-animals/food-imports/step-step-guide>
- Going through a broker can facilitate the importing process. Some brokers include but are not limited to:
  - <https://www.abccustoms.com/industries-grocery.cfm>
  - <https://www.orbitbrokers.ca/role-cbsa-cfia/>
  - <https://w2c.ca/en/industries/food-and-drink/>





# Exporting food

- <https://inspection.canada.ca/en/exporting-food-plants-animals/food-exports/step-step-guide>
- Government of Canada supports for exporting:
  - <https://open.canada.ca/data/en/dataset/8f5bd76c-42b0-47be-956d-80c6c1a40f93>
  - <https://www.edc.ca/>
- Government of Ontario support to export
  - <https://www.ontario.ca/page/grow-your-business-here-and-abroad>
- Canada-European Union Trade Agreement (CETA)
  - <https://agriculture.canada.ca/en/international-trade/market-intelligence/europe-and-eu/ceta-agri-food-exporters>
- Canada-United States-Mexico Agreement (CUSMA)
  - <https://www.international.gc.ca/trade-commerce/trade-agreements-accords-commerciaux/agr-acc/cusma-aceum/index.aspx?lang=eng>







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# QUESTIONS?

# THANK YOU

**Empower yourself and realize the importance of contributing to the world by living your talent. Work on what you love. You are responsible for the talent that has been entrusted to you.**

-CATHARINA BRUNS



For Women's Enterprise  
pour l'entreprise des femmes

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