

Details on each session

March 24 - *Production (Ottawa Kitchen) - 9-3:30*

- Understanding a Commercial Kitchen
 - Introduction to Commercial Food Grade Equipment at Ottawa Kitchen
 - Food facility safety protocols
 - Food Safety - what's expected in a kitchen
 - What is HACCP/ MSDS/GSFI and why is this important/ understanding recalls
 - Record-keeping requirements
- Sourcing raw materials, costing
- Understand shelf life/ HPP/ MAP/pH Levels/stabilizers

April 7 - *Product Development (Ottawa Kitchen) 9-3:30*

- Understanding testing and scaling up processes
 - Small Test Batch
 - Product Review and Feedback
 - Retesting & Scaling Up
- Food (Product) Costing
- Introduction to manufacturing processes and how to build your own process
- Managing your time and margins in the kitchen

April 14 - *Marketing & Pricing (Just Food Farm) Full Day - 9-3:30*

- Product Design, Labeling and Packaging
- Bulk Packing / Individual Packing/ Case Size
- Packing Material for all products
- Understanding & Developing Product Prices
- Knowing your Market - Defining the market
- Brand development - Emphasis on Social Media and Online Management
- Classical Sales Theory, Pounding the Pavement
- Growing and Managing a Client Base and Client Relationship Management
 - How to deal with Consumer Complaints & Returns
 - Client Payment and Terms

April 21 - *Packaging/Distribution/ Co-Packing/ Brokerage (Just Food Farm) 9-3:30*

- Understanding and setting up a partnership
 - Brokering, Co-Packing
- Understanding Retail environment
- Distribution and Food Safety – Controlled Environment
- Understanding launch processes
- *Next steps in your Food Business Development*

For registration, contact moe@justfood.ca