

BUSINESS DEVELOPMENT TRAINING

AN 8-WEEK COURSE FOR
NORTHERN ONTARIO MEAT PROCESSORS

January 10, 2023 – March 2, 2023
Every Tues. and Thurs. from 6:30 – 8:30 via Zoom

Funded by the Responsive Advancement of Meat Processing (RAMP) Program
through FedNor's Jobs & Growth Fund.



Federal Economic Development
Agency for Northern Ontario

Agence fédérale de développement
économique pour le Nord de l'Ontario



WHAT YOU CAN EXPECT

Are you interested in developing a thriving meat processing business? This training is for you!

This course is designed for northern meat processors interested in developing and growing their business while adapting to change. This 8-week course will include expert guest speakers, presentations, and discussions on the following topics:

- **Leadership** (no, you don't have to do it alone)
- **Teamwork** (more than just pizza lunches)
- **Continuous Improvement and Sustainability** (a few simple steps can make all the difference)
- **Human Resource** challenges (from interviews, to onboarding to retention)
- + **Full Program Outline p.4**
- **Food Safety and Traceability** (it starts with your PCP program)
- **Health & Safety** (the health of your team translates to the health of your company)
- **Financial Benchmarks** (cash flow is king)
- **Succession Planning** (thinking of selling your business?)
- **Sales and Marketing** (no, they are not the same thing)



BONUS CONTENT AND GUEST SPEAKERS

- Participants will be provided with **handouts, worksheets, and templates** throughout the course as tools to help each participant achieve their goals.
- Each session will also include **opportunities for active participation with sharing ideas, best practices, and industry pain points.**
- Special presentations will include a **picture tour of butcher shops in the UK and Holland**, and a visit to a Nascar garage to see how "Teamwork makes the Dream Work."
- **Guest speakers include** sector experts in HR, social media and other industry leaders such as **Jeff Miedema with Townsend Butchers.**

PROGRAM PRICING

Savings on your course are funded by the **Rural Agri-Innovation Network (RAIN)** and **FedNor**.

Early Bird

~~\$315⁰⁰~~

~~\$2945~~

Save \$2630
by Dec. 2 '22

Deadline

~~\$350⁰⁰~~

~~\$2945~~

Save \$2595
by Dec. 16 '22



[REGISTER NOW](#)

Space is limited!

There are only 15 registrant spots (2 participants per registration) available, so don't delay.

CONTACT INFO



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THE TRAINER

Doris Valade

malabargroup.ca



With over 35 years of experience in the meat industry, Doris is uniquely qualified to provide participants with best practices, business tools, and leadership guidance that will support the growth and success of your business.

As the founder and President of Malabar Super Spice Co., Doris and her team provided spices, seasonings, functional ingredients, and technical support to small and midsize meat and poultry processors across Canada.



Operating a meat processing equipment company also allowed Doris to gain extensive knowledge and understanding of the production of a full range of meat products, and the equipment needed to create quality products.

Over the past 4 years, Doris has been busy as a business and leadership coach, guiding business owners to work through the day-to-day hurdles of running a business, while preparing them for growth and continued success.

FULL COURSE OUTLINE

Week 1: Introductions and Program Overview / Understanding Your Business

- Provide opportunity for each participant to discuss their challenges and expectations for the program. At end of 8 weeks, what would success look like?
- What are the values of the business leader, and the company?
- Business Health Check-up
- Review 1- page business plan and SWOT analysis.
- What does each company's organizational chart look like?

Week 2: Leadership, teamwork and employee engagement

- Importance of core values (what are they?)
- How the company leader can impact the success of the team.
- What does teamwork look like?
- What is flawless execution?
- Project Planning
- How to break down goals into actionable steps (using SMART Principles).

Week 3: Human Resource Management

- Importance of having a company handbook (policies), and job descriptions.
- Discuss best practices for recruiting, hiring and on boarding new team members.
- When to terminate and how.
- Benefits and challenges of performance reviews.
- What resources are available.

Week 4: Sales & Marketing

- Digital support and social media
- Benefits of creating a marketing strategy and sales strategy along with actionable plan.

Week 5: Food Safety and Traceability / Sustainability

- How to develop and support a food safety culture first.
- What does a food safety program look like (HACCP program, GFSI programs).
- What are the hurdles along the way (and the resources needed). (Start with small steps and it doesn't have to be complicated.)
- How to implement a traceability program that is low cost and effective.
- How to incorporate sustainable practices in daily operations.

Week 6: Health & Safety

- What training is needed for new employees and ongoing training for everyone.
- What is the importance of considering health and safety in all of the business operations?
- What are the responsibilities of the business owner? What resources are available?

Week 7: Financial Management and Succession Planning

- Importance of cash flow and budgets.
- How to cost the products, and to determine the selling price.
- Managing accounts receivables and payables.
- Importance of monitoring key expense accounts before it's too late.
- How your bookkeeper and accountant (and your software program) can support your business.
- So you want to sell your business?

Week 8: How Can We Help You?

- What's next? Setting 1-year and 5-year goals.
- Equipment and Industry Resources
- Funding and Grants
- Closing - Review of the 8-week program – feedback, suggestions.