



MEDIA RELEASE

Friday, February 2, 2018

FOR IMMEDIATE RELEASE

Registration open for food entrepreneur program

(Barrie, ON) The City of Barrie is partnering with Georgian College and the Agri-Food Management Institute to bring SPROUT to Simcoe County. SPROUT is a business development program designed to assist food-based entrepreneurs to take their product ideas to market. Registration is open now for the course, which will run for 10 weeks starting February 22, 2018.

"Food businesses represent a high proportion of small businesses in our city," said Zvi Lifshiz, Executive Director of Invest Barrie. "In fact, 30% of Barrie's downtown businesses are culinary-based, with a 19% increase in specialty food stores from 2010-2015. These statistics demonstrate the importance of the City supporting food entrepreneurs with programs like SPROUT."

The program is comprised of weekly seminars, kitchen time, panel presentations, mentorship and a final presentation to the public at the end of the 10 week program. SPROUT is ideal for early stage food entrepreneurs who have a food idea that they have begun to develop (but are pre-revenue), or for those who are currently selling at farmer's markets and festivals.

Participants in the course will learn:

- Introduction to food production and training with production kitchens
- Understanding the regulatory environment of food
- Understanding costs related to developing a food product
- Recipe and food product development
- Sales distribution, pricing, marketing and selling

For more information, or to register, visit SPROUT via www.investbarrie.ca/programs.

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