

# Start your own food business programme

This 'Start your own food business programme' is a short two day programme designed to help those with a food idea, or those at a very early stage of starting up a food business (typically the first 24 months).

The objective of the 2 days is to provide the participants with a base knowledge of what is involved in setting up a food business. The content is designed to provide you with information which will allow you to avoid the pit falls normally associated with this journey. (The programme content assumes you have the required business knowledge to run your enterprise e.g. you must already understand the basics of setting up a business, tax compliance rules, creating a business plan etc.)

While certain aspects of the programme are relevant to those setting up cafes/restaurants, **the core programme content is designed for those producing food to be sold through third parties** i.e. food producers.

For those considering applying for the Food Academy Programme in the future, this programme will provide an excellent opportunity to boost your chances of securing a place.

## The Trainers

This programme is run by [James Burke & Associates](#) who have a wealth of industry experience in both the retail and foodservice sectors.

## Workshop Material

Over 15 different hand-outs, best practice sheets and templates will be provided to you as part of the programme to help back up the verbal information.

## Workshop Timings

09.30 – 16.30 both days

## Day One

Day one will focus on providing participants with an overview of the dynamics of the food sector in Ireland and getting objectives for your project clear in your mind. The content will include:

- ▶ Individual participant introductions
- ▶ Feedback and discussions based on your product idea
- ▶ Understanding the Irish food sector
- ▶ Understanding what is artisan food production
- ▶ Identifying what are the pit falls associated with starting your own food business
- ▶ Minimum requirements e.g. food safety, labelling requirements, insurance, etc.
- ▶ How much money might a food start up business cost
- ▶ Understanding the critical role of packaging and branding
- ▶ Researching your idea

## Day Two

This workshop will focus on the more practical aspects of setting up a food business. The content will include:

- ▶ How to build your pricing model
- ▶ Distribution options
- ▶ Understanding the role of the various agencies e.g. Bord Bia, LEO etc.
- ▶ How to manage the brand design process
- ▶ Deciding on your route to market
  - ▶ Direct selling e.g. online, farmers market, etc.
  - ▶ Retail channels
  - ▶ Foodservice channels
  - ▶ Succeeding with store managers and trade buyers
- ▶ Attending consumer shows and trade fairs
- ▶ Packaging review
- ▶ Identifying next steps