



**FFI Food Business Consultant Training  
Level 1 Sample Agenda – Two Days  
UW Madison Campus, Pyle Center**

**Day One – Food Business Model Fundamentals**

**9:30 – 10:00 – Coffee and Networking**

**10:00 – 12:00 – Food Trends in 2016**

- Consumer Yin and Yang
  - Local and Organic
  - Free-From
  - Snacks
- Balkanization of Food
- Food Tech, Meet Cognitive Neuroscience
- What This Means for You

**12:00 – 1:00 – Lunch**

**1:00 – 5:30 – Business Models That Work**

- 2016 Food Trends
- Characteristics of business models that work
  - Attributes of optimized business models
  - Using Lean Business Model Canvas as a business model assessment & planning tool
  - The role of scale & cash in growing value-added farm and food business
  - Business model paths that are getting value-added farm and food businesses to profitability
- Optimizing a Food Brand Business Model
  - Wholesale Regional and National
  - Local Options
- Operational Issues
- Organizational Development Requirements

**5:30 – Adjournment. Dinner on Your Own**

**To learn more:** Call Zac, FFI Program Manager at 608-890-0780, visit [FFI's website](#), or subscribe to our [podcast](#). You can view the current list of [FFI trained consultants](#) (32 as of this date).

## **Day Two – Capital Requirements & Structuring**

### **8:00 – 8:30 – Coffee and Networking**

### **8:30 – 10:30 – Market Research in Food**

- Macro trends in food – products, categories, packaging, labeling, positioning
- Product specific target customers – demographics, psychographics, attitudes
- Product specific target geographic markets and channels of distribution including geocoding for one to one marketing
- Customer feedback on your specific product, packaging, labeling, positioning
- Competitor products – brand, location, packaging, positioning
- Business benchmarking and financial metrics
- Market Research Data Sources and Edible-Alpha™ custom market research reports
- Berries Market Research Example

### **8:30 – 10:30 – Financing Food Businesses**

- Financial Planning
- Debt vs. Equity
- Cash Cycle and Importance of Cash Management
- Structuring Capital
- Metrics and Capital Requirements

### **12:00 - 1:00 – Lunch**

### **1:00 – 2:30 – Capital Requirements & Structure in Practice**

- Retail Co-Op
- CSA
- Retail Store and Regional Brand
- Local, Regional, and National Brands
- On Farm Manufacturing
- Food Hub

### **2:30 – 3:00 – Tools for Working with Clients**

- Market-Based Pricing for Distribution Template
- Template for Managing Cash

### **3:30 – Adjournment**

**To learn more:** Call Zac, FFI Program Manager at 608-890-0780, visit [FFI's website](#), or subscribe to our [podcast](#). You can view the current list of [FFI trained consultants](#) (32 as of this date).