



## **FFI Level 1 Consultant Training Agenda**

### **Day One – Aligning Your Business Model with the Consumer**

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

**9:30am – 12:30pm – Consumer Trends and Business Model Fundamentals**

- Why This Training Is Important and Structured The Way It Is
- Market Environmental Scan
  - Consumer Trends and Expectations
    - Local and Organic
    - Free-From
    - Snacks
    - Packaging
  - Balkanization of Food
  - Food Tech, Meet Cognitive Neuroscience
- Consumer Packaged Goods, “CPG”, Business Fundamentals

**12:30pm – 1:30pm – Lunch**

**1:30pm – 5:30pm – Characteristics of Food and Farm Business Models that Work**

- Characteristics of Food and Farm Business Models that Work
  - What is a fundable business model
  - The role of scale & cash in growing value-added farm and food businesses
  - Business model paths that are getting value-added farm and food businesses to profitability
    - Stay small
    - Diversify income
    - Go where the market is
- How to Help Food and Farm Businesses Fix their Business Model
  - Using Lean Business Model Canvas as a business model assessment & planning tool
  - Clarifying Questions
  - Cottage Food Business Example

**5:30pm – Adjournment, Dinner for those interested**



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

#### **8:00am – 10:00am – 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
- How to leverage this data into a compelling business opportunity
  - Grass-fed beef example

#### **10:00am – 12:30pm – The Financial Planning Process**

- Debt vs. Equity
- Cash Cycle and Importance of Cash Management
- Metrics and Capital Requirements in relationship to business models

#### **12:30pm - 1:30pm – Lunch**

#### **1:30pm – 2:30pm – Financial Metrics & Capital Structure For Different Business Models**

- Local, Regional, and National Brands
- Vertical and Horizontal Growth
- CSA
- Agri-tourism
  - Pick Your Own
  - On-Farm Weddings
- Artisanal On Farm Processor & Regional Marketer
- Value added farm purchase
- Food Hubs
  - Cross-Docking Brokerage
  - Stocking Distributor
  - Stocking Distributor w/processing
  - Aggregating CSA

#### **2:30pm – 3:30pm - Getting a Food Hub to be Profitable – A Case Study in Frozen and Business Model Optimization**

#### **3:30pm – Adjournment and Feedback**