

August 15, 2019

More power to the foodies! Apply to participate in the Good Food Biz Incubator by Sept. 14

Thinking of starting a food business? Join the City of Campbell River's Good Food Biz Incubator to take an idea to the next level.

The City of Campbell River in partnership with Spring Activator is launching the Good Food Biz Incubator, Oct. 1. The program runs 12 weeks every Tuesday, ending Dec. 10.

"People are seeking more local and specialty food options, and attendance at the July and August food innovator events confirmed that there's an interest in the local community to run this incubator session," says Rose Klukas, Campbell River's economic development officer. *"Good Food Biz will provide the knowledge and tools for businesses that are getting started or for those wanting to pivot in a new direction or grow into an even more successful business by assessing and building on the local appetite."*

The City is offering this session in partnership with Spring.is, leaders in supporting entrepreneurial ecosystem development around the world.

"An incubator helps startup companies take their ideas to the next level by helping through the business development process," says Tiffany Shen from Spring. Shen, who will lead the fall program, is an entrepreneur owning several food-manufacturing businesses and partnering in commissary kitchens. *"Good Food Biz will help participants understand food commercialization and provide access to a network of food business owners and mentors."*

Through hands-on experience, entrepreneurs will learn the ins and outs of the food industry, plus how to:

- Determine if the food business idea has potential
- Start turning an idea into a profitable business concept
- Refine a concept and gain valuable skills that can be immediately applied
- Foster the ability to develop innovative ideas and products

"Campbell River is a municipal leader hosting this kind of incubator, and thanks to support from the Discovery Foundation, the City is able to provide sponsorship grants to reduce the cost of participating," Klukas adds. *"The access to mentors alone is invaluable for entrepreneurs."*

The cost for the workshop is \$299. Detailed information and an application form is found at campbellriver.ca/goodfoodbiz. Seating is limited and the deadline to apply is Sept. 14.

The food business incubator also supports goals set out in the City's Agricultural Plan around food security. In 2011 the City of Campbell River published the report with a vision that 10 per cent of food could be produced locally. The agricultural sector could contribute significant value to the local economy, including artisan, niche and value-added operations.

To learn more about the Food Business Incubator contact invest@campbellriver.ca or 250-286-5769.

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