

Week 1: Introduction to Food Business & Supply Chain

April 24, 2025 - 6:00 - 8:00 p.m.

- Overview of the Food Systems Supply Chain: Components of the food supply chain, including processing, distribution, marketing, and sales.
- Understanding the Market Landscape: Trends in consumer demand, sustainable practices, and key players in Nevada's food ecosystem.
- Legal Structures & Compliance: Navigating food business legal structures (LLC, S-Corp, etc.) and essential compliance standards, including health regulations, food safety, and local licensing.

Week 2: Business Planning & Goal Setting

May 1, 2025 - 6:00 - 8:00 p.m.

- Developing a Business Model: Introduction to business model canvas and value proposition.
- Goal Setting & Road Mapping: Crafting clear, achievable short- and long-term goals to guide business growth.
- Risk Management & Contingency Planning: Identifying potential risks in the food business landscape and creating a plan to mitigate them.

Week 3: Financial Foundations for Food Businesses

May 8, 2025- 6:00 - 8:00 p.m.

- Basic Accounting Principles: Understanding financial statements, including income statements, balance sheets, and cash flow statements.
- Budgeting for Food Businesses: Creating and maintaining an effective budget tailored to food-related expenses.
- Funding Options: Exploring grants, loans, and private funding specifically for food businesses, with practical application exercises.

Week 4: Food Product Development & Labeling Compliance

May 15, 2025- 6:00 - 8:00 p.m.

- Product Development: Testing, scaling, and adjusting product recipes for commercial use.
- Labeling Requirements: Understanding FDA guidelines for food labeling, including allergens, nutritional information, and organic certifications.
- Product Testing & Quality Control: Ensuring product consistency, shelf-life testing, and quality assurance practices.

Week 5: Marketing & Branding in the Food Industry

May 22, 2025- 6:00 - 8:00 p.m.

- Building Your Brand: Crafting a brand identity that reflects business values and attracts the target audience.
- Marketing Channels & Strategies: Social media marketing, influencer collaborations, and email marketing tailored to food businesses.
- Storytelling & Building Customer Loyalty: Techniques for creating a brand story and engaging consumers to build a loyal customer base.

Week 6: Sales & Distribution Channels

May 29, 2025- 6:00 - 8:00 p.m.

- Exploring Sales Channels: From farmers markets to online platforms, identifying appropriate channels for product distribution.
- Pricing Strategies: Establishing profitable and competitive pricing models that account for production costs and market positioning.
- Distribution Logistics: Setting up distribution systems, including direct-to-consumer, retail partnerships, and logistics for perishables.

Week 7: Food Safety & Quality Assurance

June 5, 2025- 6:00 - 8:00 p.m.

- Compliance with Food Safety Standards: Key regulatory standards, including HACCP, GMP, and FSMA.
- Sanitation & Facility Management: Setting up and maintaining safe food handling, storage, and transportation practices.
- Traceability & Record Keeping: Establishing systems to trace product ingredients from sourcing to sale, including digital solutions.

Week 8: Leveraging Technology in Food Businesses

June 12, 2025- 6:00 - 8:00 p.m.

- Inventory & Supply Chain Management Tools: Utilizing software and tools to manage inventory, orders, and suppliers.
- E-commerce & Online Sales Platforms: Evaluating online sales platforms and best practices for e-commerce success.
- Data Analytics for Growth: Basics of data analytics to understand customer behavior, optimize inventory, and forecast demand.

Week 9: Legal, Tax, and Insurance Essentials

June 19, 2025- 6:00 - 8:00 p.m.

- Understanding Business Taxes: Tax responsibilities specific to food businesses, including sales tax, excise tax, and tax incentives.
- Navigating Food Business Insurance: Necessary insurance policies (e.g., product liability, property insurance, business interruption).
- Legal Protections & IP: Introduction to protecting business trademarks, copyrights, and recipes.

Week 10: Scaling & Preparing for Growth

June 26, 2025- 6:00 - 8:00 p.m.

- Strategies for Scaling: Assessing when and how to scale operations, products, or market reach.
- Networking & Building Strategic Partnerships: Engaging with local businesses, food hubs, and institutions to expand market opportunities.
- Final Presentations & Feedback: Participants present their business model and strategies, receive feedback from mentors, and gain insights for future improvements.