



THE NEW PRODUCT INNOVATION EVENT

TUESDAY OCTOBER 20TH

8:00 AM to 12:00 Noon

NSCC Burrige Campus, 32 Pleasant Street, Yarmouth, Nova Scotia

Agenda

- 8:00 AM** – NSCC Burrige Campus (Breakfast)
- 8:20 AM** – Welcome, introductions, what the morning is about
- 8:40 AM** – What's hot! The hottest topics trending in food around the world
- 9:00 AM** – A look at the new product development process and the value chain; idea to market launch
- 9:20 AM** – Mistakes new product developer's make and how not to make them
- 9:40 AM** – Case studies of farm businesses developing new products
- 10:00 AM** – Break & Networking
- 10:20 AM** – Brainstorming/discussion
What do you need to help move your products, ideas and innovations forward? What are your biggest challenges and limitations holding you back?
- 11:20 AM** – A closer look at Perennia and other resources to help you succeed
- 11:50 AM to Noon** – Wrap Up and Adjourn

Are you a rural entrepreneur with a great new agri-food or seafood product idea burning a hole in your pocket, but you don't know what to do with it next?

Or maybe you're still searching to find an inspiration and want to learn more about what is possible in the world of value added food products?

We can help. Join us at the Yarmouth campus or feel free to participate via live video feed from either the NSCC Shelburne Campus or the Digby Campus.

You'll learn from experts what's hot in the world of food innovation and value adding, and how to use the new product development process to get your innovation to market launch. Learn from the case studies of small business enterprises making value added work for them. Be part of the facilitated brainstorming session to share and identify the challenges that have you stuck as a rural entrepreneur stuck, and are holding you and your ideas back from reaching the level of success your desire.

Seating for this event is limited.
If you would like to attend please RSVP Gail at
Perennia at (902) 678-7722, EXT 221 or
gwalsh@perennia.ca by October 15th


new ideas in food & agriculture
www.perennia.ca