

Value-added course to help producers increase profits with new products or services

Ever wondered about turning your fruit into jam? Ever dreamed about making gourmet ready-to-eat meals with your produce?

Take the free Exploring Value Added Opportunities course, offered by the Ministry of Agriculture, Food and Rural Affairs (OMAFRA), to learn whether adding value to your products and services is right for your business.

Course Description

Participants will learn how to generate ideas for value-added opportunities, assess an idea's business potential, identify and manage risk and develop a plan to execute their idea.

Course Dates and Times

The course is being delivered through three, one-hour interactive webinars. These sessions are taking place on February 24, March 3, and March 10 (all Tuesdays) from 12-1pm. To participate in this free learning opportunity, you will need Internet and phone access. Pre-registration is also required.

Course Testimonial

"Sessions were dynamic and engaging. We were also very impressed with the sheer quantity of good information offered to us. Thank you!" A past course participant



Learn more or register at:

ontario.ca/e996

1-877-424-1300