

Setting the Price for Your Food Product



Want to get your food product listed in a grocery store but don't know how or where to start?

If you are a food processor, join us to learn how to set your price.

You will learn how to:

- Determine what profit margin you and your wholesale customers need
 - Determine how many units you need to sell to break even and to make a profit
 - Plan for hidden costs associated with selling to corporate grocery chains
 - Set your selling price for grocery retailers, wholesale distributors and retail customers
- **PLUS!** You will receive access to an interactive tool that will help you calculate the cost of your food product, profit margins, selling price and more.



Tuesday, November 12, 2019

Best Western Plus, Headingley

4140 Portage Avenue

9:00 a.m. to 4:00 p.m.

Cost: \$35 per person; lunch not included

To register or for more information:

Manitoba Agriculture

Call: 204-841-4084

Email: shauna.mckinnon@gov.mb.ca

Pre-registration and payment is required by November 8, 2019

Make cheques payable to Minister of Finance