

INNO-SAFE:

10-STEP PATHWAY FOR STARTING YOUR
DREAM FOOD PRODUCTION BUSINESS

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MA SAINT

FOUNDER OF GLOBAL FOOD SAFETY INSTITUTE

Along with her solid academic background in chemical engineering and food technology, Saint brings over 20 years of experience in the food industry across Myanmar, Singapore, Malaysia, and Thailand. Her extensive background as both an employee and a consultant provides her with unique insights and expertise to guide our clients to success.

She specializes in:

- Providing food product development solutions
- Transforming home-based food businesses into food manufacturing facilities
- Conducting food processing and entrepreneurship training workshops
- Implementing Food Safety Management Systems (HACCP, ISO 22000, and FSSC 22000) at primary production, food processing, and food and feed processing/ manufacturing facilities
- Conducting online and offline food Safety training workshops

Saint is passionate about food safety, food security and sustainability. Here are the topics close to her heart:

- Food Safety, Food Security and Sustainability
- Value-added Food Processing
- Food Loss and Waste Reduction
- Sustainable Packaging and Food Safety
- Climate Change and Food Safety

She led food processing and entrepreneurship training that has benefitted over 800 participants. This playbook is the backbone of the training and has been revised many times. It provides a comprehensive guide to successfully starting a food processing business.

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CHAPTER

WHAT IS INNO-SAFE?

INNO-SAFE

OUR 10-STEP PATHWAY FOR STARTING A FOOD PRODUCTION BUSINESS

What is INNO-SAFE?

Starting or expanding a food business requires more than a great idea in today's competitive market. I want you to know that making sure your product stands out and is safe for consumption is essential. Our 5-Phase Food Safety Management System Implementation Program is designed to help you navigate these challenges effectively.

Food Processing and Entrepreneurship training teaches individuals how to produce food safely and affordably at home or a factory. We focus on low-cost food preservation methods such as drying, fermentation, deep frying, cooking, etc.

Unlike general courses, we provide tailored information specific to the product you wish to create. You will receive step-by-step guidance from product idea to prototype and have the opportunity to discuss your results with an expert.

We can conduct the training on three different levels

- Level 1: Imparting knowledge on starting a food business from scratch
- Level 2: Participants learn to make one food product and learn how they can start a business
- Level 3: Participants create 3-5 marketable packaged products and acquire basic entrepreneurial skills. Grants and follow-up mentoring often support these workshops for effectiveness.

What are in the course?

Our course includes:

- Detailed instructions to develop your product idea into a prototype
- Essential production techniques, including packaging and long-term preservation
- Key factors to ensure your product meets market demands and food safety standards

Who Benefit from these training workshops?

We have collaborated with private organizations, development agencies, non-profits and community-based organizations to deliver In-no-safe training online and offline.

Farmers, youth and women agro-food processors, street-food vendors, stay-home moms, home-based food producers and individuals who have a food business idea but need help figuring out where to start.

This program was helpful for those who have lost their livelihood due to conflicts and displacement to make a living and get an income.

Inno-Safe training workshops also benefited the communities as the food producers supply more nutritious and safe food choices to the markets.



CHAPTER
2

OUR METHODOLOGY

INNO-SAFE MODEL



Our method helps clients reach their goals of starting a food business or upgrading from home-based to mass production.

When supporting individuals, we create a solution together and dedicate ourselves to leading the Food Business Operator in developing new products, getting the new facility's layout right, ensuring each process step is standardized, and training workers to be competent in producing safe foods.

When collaborating with organizations, we listened to the purpose and objectives of their projects.

We ensured the workshop design met their targets and how they wanted to empower the beneficiaries.

To effectively support our clients, we structured a diverse team with academic backgrounds in agriculture, chemical engineering, food technology, and food safety. We are also trained and experienced in food processing and food safety principles.

Being aware of the food security issues around the world, we also integrate reducing food loss and waste in this training.

Inno-Safe Ten Specific Steps to Start Your Food Processing Steps



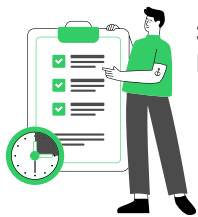
1. ASSESS YOUR (FOOD) ENTREPRENEURIAL MINDSET AND FILL THE GAPS

Self-assess your food entrepreneurial mindset and address any areas that need improvement.



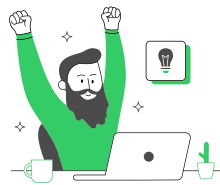
2. UNDERSTAND THE TRENDS & HOW TO OVERCOME CHALLENGES IN THE NEXT 3 YEARS

Stay informed about current food industry trends and strategies to overcome challenges in 2024.



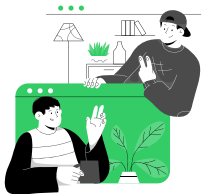
3. KNOW THE STEPS FOR FOOD PRODUCT DEVELOPMENT

Understand the fundamental steps of developing a food product, commercialization and launching it.



4. GET BASIC KNOWLEDGE OF FOOD PROCESSING

Acquire a basic understanding of food processing, particularly the technique you are going to apply in making the product.



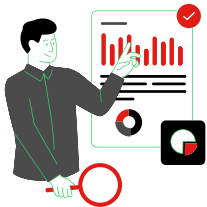
5. GET A PROTOTYPE

Create a prototype of your food product in the kitchen.



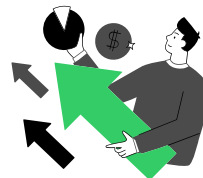
6. LEARN PRODUCT TESTING & SENSORY ANALYSIS

Learn about product testing and sensory analysis for quality control.



7. PLAN YOUR MARKET LAUNCH

Strategize your market launch by positioning your product in the right place for the right market and right price.



8. GET READY FOR COMMERCIALIZATION

Prepare for commercializing your food business.



9. APPLY QUALITY AND FOOD SAFETY FOR MSMEs

Implement quality and food safety measures so you will be ready to scale from home-based to SME and prepare to enter global markets.



10. SYSTEMIZE YOUR FOOD BUSINESS

Establish a system for your food business to reduce your involvement so you can focus on growth.

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CHAPTER

TRAINING PROGRAM SAMPLE

SAMPLE 7-DAY WORKSHOP

Module	Title	Description and Activities
1	Entrepreneurial Mindset	Facilitate self-assessment and action planning so that the individuals understand the key entrepreneurial mindset and self aware on areas they are doing well and those that need to make stronger
2	Food Product Development	Explain stages from product idea to product prototype
3	Food Processing Fundamentals	Fundamental knowledge for ingredient preparation, fermentation, drying, deep frying, mixing, cooking, etc.
4	Food Packaging	Packaging Fundamentals and selecting packaging for their products
	Food Safety for MSMEs	Food Safety, Hygiene and Fundamentals of Good Manufacturing Practices
5	Quality Management	Managing quality of final product, raw materials and processes
6	Practical sessions	Producing pre-identified food products from locally available raw materials
7	Sensory Analysis	Learning and practicing sensory analysis of the food products
8	Checking Market Acceptance	Sharing findings from desk review or survey market research performed prior to the training
9	Cost Calculation	Identifying infrastructural needs, equipment, raw materials, ingredients, packaging materials and calculating costs to start a micro-level food business
10	Planning to market the product	Identifying brand name and logo and preparing for social media presence
11	Basic Business Plan	Preparing a business plan by using Lean Business Model Canvas
12	Competition	Showcasing the participants' products and business plans and rewarding to outstanding performers
13	Follow Up Visits (Optional)	Some organizers integrate grant opportunities to Food Processing and Entrepreneurship Program. The program may also include mentoring and follow-up visits for the committed participants or the grant winners.

CHAPTER

WHY WE MUST DO
THESE PROGRAMS

OUR WHY

We need more food businesses to produce innovative and safe food products for several vital reasons.

First, they can satisfy consumers' unmet needs, such as providing healthy and nutritious foods. As awareness of health and wellness grows, more consumers are seeking out foods that not only taste good but also offer nutritional benefits. Many traditional food products are high in sugars, fats, and preservatives, leaving a gap in the market for healthier options. Innovative food businesses can fill this void by creating products that are low in sugar, high in fibre, rich in vitamins and minerals, and free from artificial additives. These new offerings can cater to various dietary needs, including vegan, gluten-free, and low-carb diets, helping consumers make better food choices and improve their overall health. By addressing these unmet needs, food businesses can attract health-conscious customers and contribute to a healthier society.

Second, they help ensure communities' food security and resilience, ensuring everyone can access safe and reliable food sources. In many regions, food supply chains can be disrupted by various factors such as natural disasters, economic instability, and climate change. Innovative food businesses can strengthen local food systems by producing diverse food products that are less reliant on long, vulnerable supply chains. By sourcing ingredients locally and employing sustainable farming practices, these businesses can create more stable and self-sufficient food networks. This reduces dependency on external suppliers and enhances the community's ability to withstand and recover from disruptions. Ensuring a steady supply of safe and nutritious food helps to maintain public health, supports local economies, and fosters a sense of community resilience and independence.

Thirdly, they contribute to sustaining safe, sustainable, and resilient food systems. Innovative food businesses are crucial in promoting environmentally friendly and socially responsible practices.

By adopting sustainable farming methods, reducing waste, and utilizing eco-friendly packaging, these businesses help minimize the environmental impact of food production. Additionally, they can implement advanced food safety measures to ensure their products are safe for consumption, reducing the risk of foodborne illnesses. This holistic approach protects the environment and ensures the long-term viability of food production systems. Resilient food systems are better equipped to adapt to changing conditions, such as climate change or economic fluctuations, and can continue to provide safe, nutritious food to communities. By focusing on sustainability and resilience, food businesses help build a food system that can support future generations while maintaining the health of our planet.

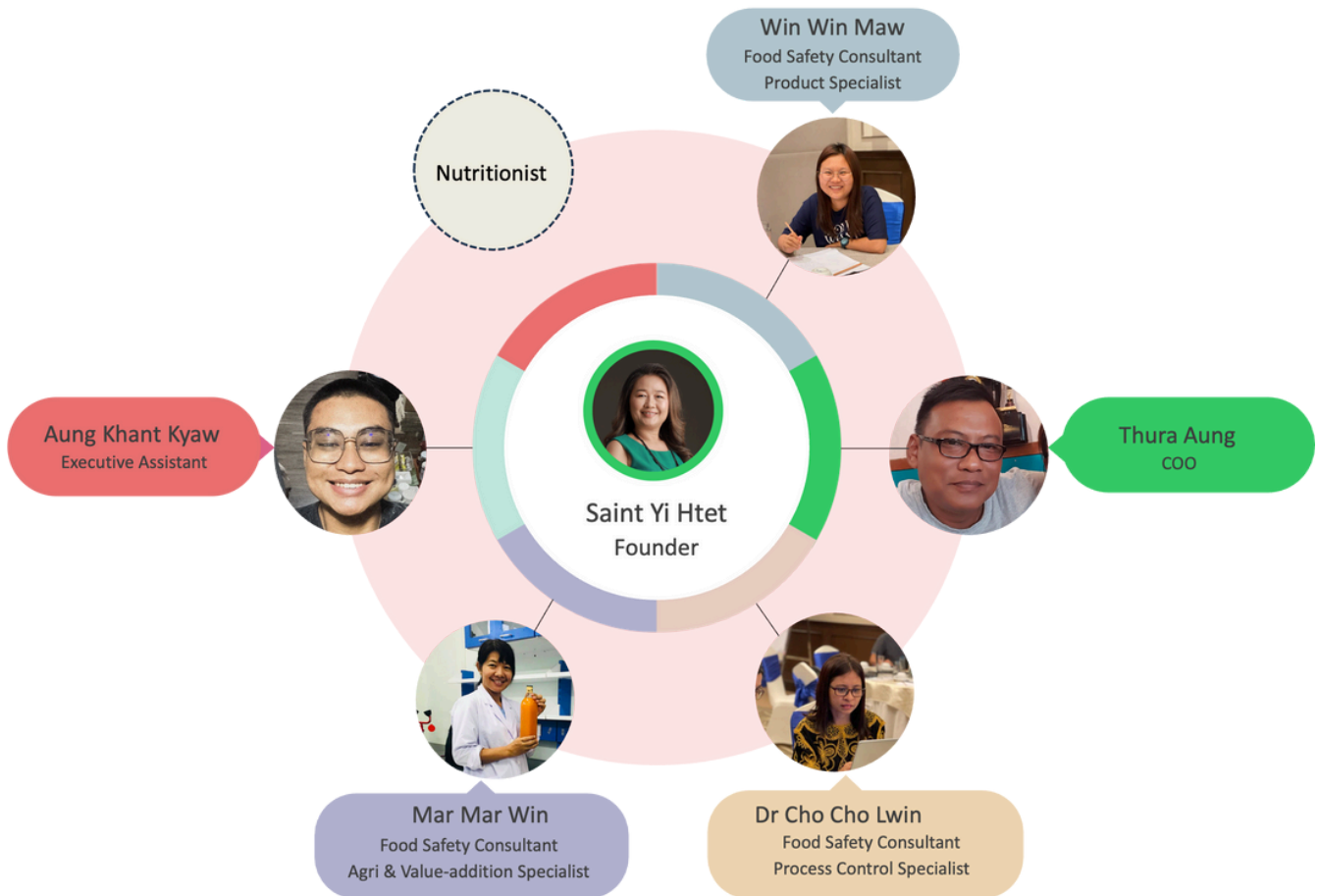
Lastly, food loss and waste are critical issues linked to global food security concerns. Approximately one-third of the food produced for human consumption is lost or wasted every year, amounting to about 1.3 billion tons. This massive loss squanders the resources used to grow and produce food, such as water, land, and energy but also exacerbates hunger and malnutrition, particularly in developing countries where food security is already precarious. When food is wasted, it fails to reach those in dire need, widening the gap between food availability and accessibility. Moreover, food waste contributes to environmental degradation through increased greenhouse gas emissions from decomposing organic matter in landfills. Addressing food loss and waste is essential for building more sustainable food systems and ensuring that everyone has access to sufficient, safe, nutritious food. Reducing food waste can enhance food security, improve nutrition, and promote environmental sustainability, making it a vital goal for global development efforts.

If this message resonates with you or your organization, join us in building safer and more resilient food systems.

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CHAPTER

RESOURCES & SUPPORT

GFS INSTITUTE'S SUPPORT



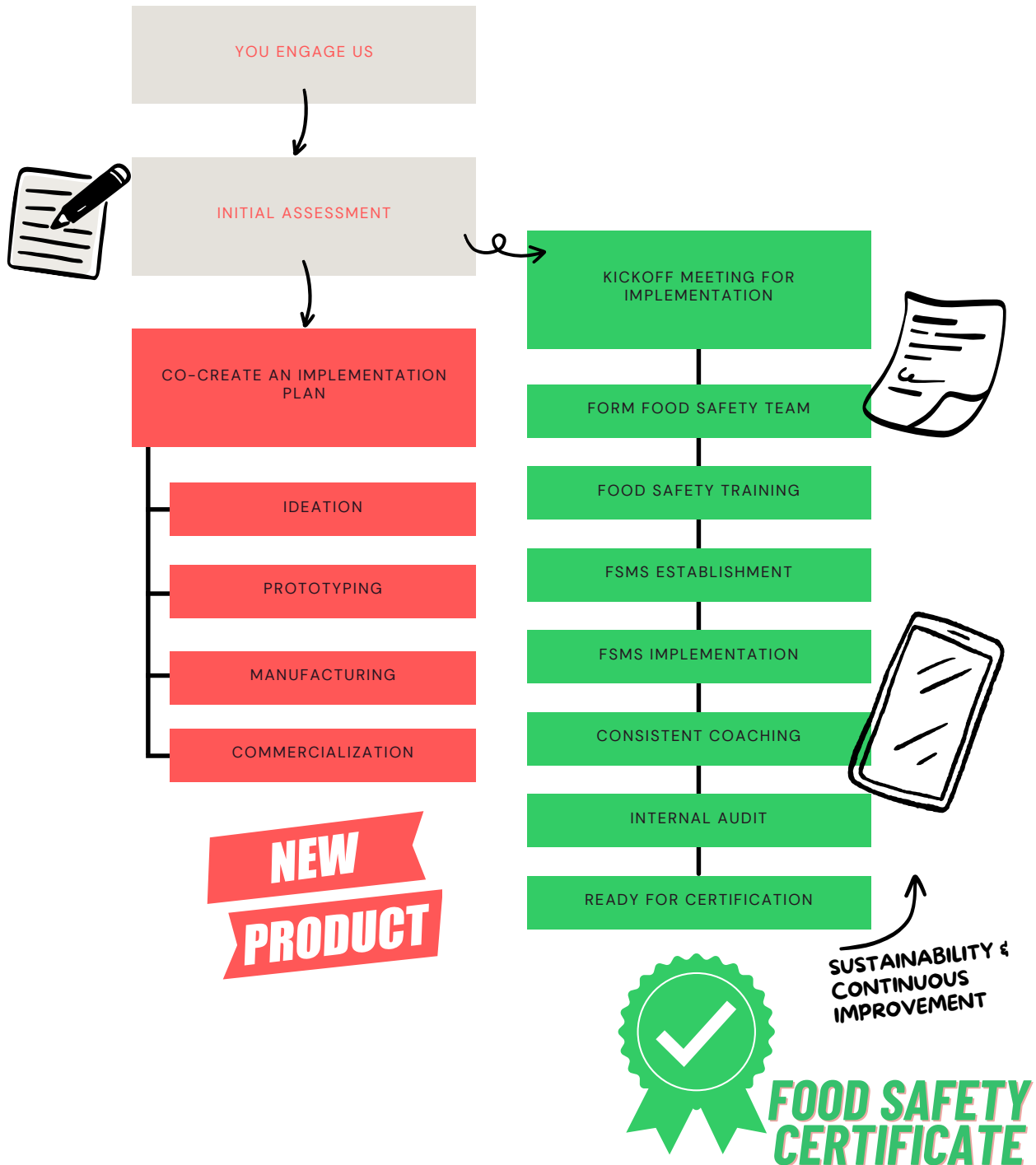
Our consultants possess solid academic backgrounds in agriculture, food processing, chemical engineering, and food safety. We also have experience conducting food processing training for various groups of participants.

We have also designed and delivered several food processing and entrepreneurship programs.

Our exploration of local food supply covered chickpea snacks, tamarind toffee, various onion products, roasted and fried flavoured peanuts, fruit jams and pickled products.

We positioned ourselves as technical service providers and partnered with local and international development agencies, community-based organizations, and private companies.

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