



CCCU/UOWCHK
SOS 2019

SUMMER PROGRAM
The University of British Columbia

Food and Agribusiness Enterprise Management

Food and Agribusiness Marketing Management

Goal:

Introduce the principles of marketing management and research that are relevant to agri-food and related firm.

Course Information

Benefits:

- Expanded our international network
- Broadened our horizon and widened our sights

“Learning from the world other than
from book”



The trip of a lifetime



Elephant Garden Creamery

-Difficulties of running the business

-market research



GUEST SPEAKER



Yasmin Akhtar of edible insects

-Nutrition

-Environmentally sustainable



GUEST SPEAKER



NO FILLS

- Lay out
- Packaging
- Types of product
- Utilities
- Fitment
- Target segmentation



Public market of Granville Island



NADA

FILED TRIP



Granville Island

FILED TRIP

UBC Farm



- Veggie box program
- Training program
- Weekend market
- Research

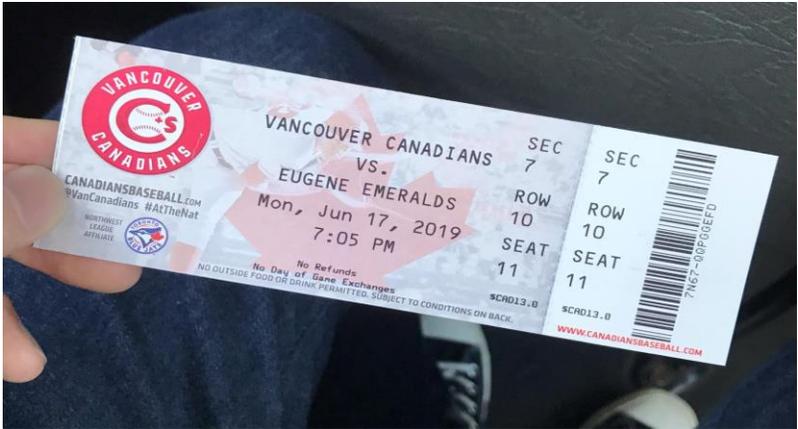
FILED TRIP



UBC Campus



Sports in UBC Campus



Baseball game



Downtown



Night market & Peach Arch



Whistler



Thank you!!