



ROASTING UP A GREAT NEW BUSINESS



Jamie Nichols turned his passion for roasting coffee into a business venture when his contract as a cartographer with Lakehead University ended.

Since July 2015, he has been building and growing his business, called the Rose N Crantz Roasting Co. Now, he sells at the local farmers' market and supplies several Thunder Bay restaurants and coffee shops with high-quality roasted coffee beans.

> START WITH A GREAT PRODUCT

"All my products are single-origin coffee beans," he says. "Much of the coffee you see is blended – each of my products come from a specific farm or co-operative in a specific country, so they each have their own story."

The coffee beans he roasts are shipped from Costa Rica, Guatemala, Rwanda, Burundi, Kenya and Yemen. Nichols only sources from fair trade companies like Cafe Imports, whose mission is "to bring to the global market the highest

quality green coffees in the world by sourcing, developing, and innovating at origin, while empowering farmers with price, traceability, and long-term partnerships."

> DO YOUR RESEARCH

Nichols did a great deal of research, spending hours online, digging for the best coffee-roasting practices. A website called 'Sweet Maria's' was a major resource for his higher learning in coffee.

He also did a lot of market research and found 2015 information from PCdatabase that said there is a \$1.85 million market for roasted coffee beans in the Thunder Bay area. That's just people who want to brew at home, and doesn't include restaurants or institutions.

> WRITE A BUSINESS PLAN

Nichols turned to the Northern Ontario Heritage Fund Corporation for funding to make the business big enough to earn a wage. In order to apply, he needed a business plan, which is now his blueprint for expanding the business. His

plans include having a storefront, a ‘cupping lab’ in which people taste test different coffees, and conducting brewing workshops to “get people as excited as I am about coffee.”

His advice for aspiring entrepreneurs is that, if they are serious about making their business competitive, they have to have a business plan to attract investors and obtain bank financing.

10 STEPS TO STARTING UP A FOOD PROCESSING BUSINESS:

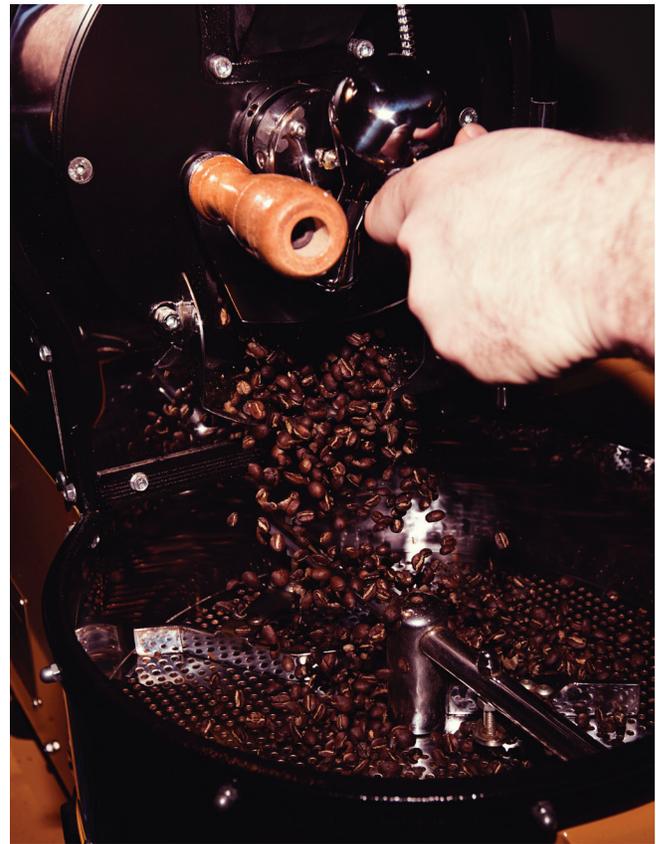
1. **Product idea**
2. **Market research and business planning**
3. **Organize the business**
sole proprietorship, partnership, corporation
4. **Insurance and regulations**
5. **Food safety**
6. **Manufacturing strategies**
buy or rent facilities, equipment
7. **Product development**
8. **Packing and labeling**
9. **Marketing**
10. **Distribution**

> TOUGH IT OUT

Nichols started his business when the Canadian dollar was at par with the U.S. dollar so there have been tough times recently with currency exchange rates.

As a result, the storefront will have to wait until his margins improve. But he is optimistic for what the future will bring.

In the meantime, he says he will continue focusing on regional markets and is looking to the Ignace, Red Lake and Dryden areas of northwestern Ontario for expansion opportunities.



> RESOURCES

Start, manage and grow a business with the new 2015 Guide to Food and Beverage Manufacturing in Ontario. This comprehensive resource can help entrepreneurs and existing companies learn more about growing and operating a food and beverage business in Ontario.

Find the guide here: <http://bit.ly/1VnJ5pl>

AMI can help!

For more information on farm business management, visit www.Takeanewapproach.ca or call the Agri-food Management Institute at **519-822-6618**.