

foodpreneur lab

where food dreams grow.



Greetings!

Janice Bartley, the founder and executive director of Foodpreneur Lab, a not-for-profit Black female-owned charity aimed towards the success and diversification of the food space in Toronto, is a champion of DEI (Diversity, Equity, and Inclusion).

Janice, a well-seasoned veteran in entrepreneurship commands her space with over 30+ years of experience in the food sector. Owning and amplifying black voices and communal accessibility to less-resourced regions, Janice takes ample pride in her community which has not gone unnoticed by its members.

“The ethnic food market (which I prefer to refer to as a cultural food market) abounds with opportunities because it’s tied in with our immigration policy. Many people may not recognize that. Food is one of the easiest gateways into employment or the labour market. If you bring the skill sets you already have and don’t have to worry too much about the language barriers per se, you get to dive right in with products and skill sets with which you’re familiar.

When we look at that market, the projected market today is \$48 billion. Globally, that market is expected to grow to \$98 billion by 2029” Janice says.



Janice Bartley

About Us

- Non-Profit
- Launched in 2019
- Our Location
Toronto, ON



Our Mission

TO LEVEL THE PLAYING FIELD FOR UNDERSERVED COMMUNITIES AND FORGE PATHS WHERE BLACK FOODPRENEURS CAN LEVERAGE THEIR CULTURAL INSIGHT AND LIVED EXPERIENCES IN FOOD PRODUCT INNOVATION. WE WANT TO BREAK BEYOND THE GROCERY STORE'S 'ETHNIC FOOD AISLE'; WE WANT TO CELEBRATE NEW FOOD PRODUCTS THAT CONNECT WITH A COMMUNITY'S SENSE OF BELONGING.

HIGHLIGHTS

EXHIBIT ATTEND SCHEDULE EVENTS



PAVILIONS COMPETITIONS FEATURES STAGES

RC SHOW: APRIL 8-10, 2024

ENERCARE CENTRE, TORONTO

DOWNLOAD APP

BUY TICKETS



PRESENTED BY



WITH SUPPORT FROM



The RC Show Press Release

A dedicated space showcasing innovative Black entrepreneurs via the Black Experience Pavilion is launching in 2024 at the Restaurants Canada Show.

TORONTO – Two powerful Black-owned social impact brands, Foodpreneur Lab and The Re-Seasoning Coalition, have joined forces to launch the first-ever Black Experience Pavilion, powered by KraftHeinz Canada at the 2024 Restaurants Canada Show April 8-10 at the

Enercare Centre in Toronto. The dedicated 40x20' space on the tradeshow floor addresses industry-wide diversity and inclusion shortfalls with multi-pronged solutions at Canada's largest food service conference.

"Though it seems like diversity, equity, and inclusion are no longer top of mind, the systemic issues that sparked the social justice protests of 2020 still exist," notes Elle Asiedu, Co-founder and Executive Director of The Re-Seasoning Coalition. "With that in mind, we've specifically developed the Black Experience Pavilion to provide several solutions to restaurant owners and corporate employees looking to level up their equity and anti-racism commitments or understand how they can create more equitable environments for their teams."

The 20,000+ attendees will be able to browse the pavilion featuring Black farmers and 15+ Black FoodpreneurLab alum entrepreneurs, including HealX Foods, creators of home and restaurant-ready cauliflower fries; A Cookie Called Quest, makers of hip-hop-inspired decadent vegan cookies; and One More Cocoa, a boutique chocolatier recently named Oprah's Favorite Things to name a few. On April 9th, the space will double as an afternoon networking area, connecting Black job seekers with food service and restaurant brands looking to elevate company revenues and innovation through a diversified talent pipeline. "Over the last five years, I've often been asked why Black product developers only know how to make hot sauces and marinades," says Foodpreneur Lab founder Janice Bartley. "The sad reality is that innovation is at the heart of Black cultures worldwide, but grocery buyers and distributors seem to be content with having a limited understanding of what's marketable or valuable from Black creators. This myopic view has got to stop if manufacturers want to reap the benefits of changing consumer tastes." Promising to showcase more immersive experiences and impactful Black-owned brands, attendees will be encouraged to peruse a marketplace of consumer packaged goods, sample an array of snacks, condiments, and side dishes at the demo kitchen, and learn more about infusing DEI in their menus and operations at co-host booths. The Black Experience Pavilion will be open to all attendees of the Restaurants Canada Show from April 8th to 10th, 2024, at the Enercare Centre. To register for a multi-day pass, visit: www.rcshow.com

BLACK DOLLAR MAGAZINE

For Black entrepreneurs, creatives, decision-makers and executives

Sign up for FREE BDM newsletter

BY JORDAN MAXWELL IN FOOD & BEVERAGE — APR 18, 2024

Black excellence shines at Restaurants Canada Show

The Black Experience Pavilion created by Foodpreneur Lab held court at the Enercare Centre for the Restaurants Canada Show, held Apr. 8-10.



**Black Dollar Magazine
featured Foodpreneur Lab
at the RC Show
April 2024**

HIGHLIGHTS

THE GLOBE AND MAIL

SUBSCRIBE FROM \$1.99/WEEK REGISTER LOG IN

FOR YOU CANADA WORLD BUSINESS INVESTING WATCHLIST PERSONAL FINANCE OPINION POLITICS SPORTS LIFE ARTS DRIVE

Young, skilled and ready to innovate, Black farmers are taking on Canada's agricultural challenges

With Canada facing a looming disaster of having too few farmers as existing operators retire, some see young, racialized farmers as key to feeding Canadians into the future

TAKARA SMALL
THE GLOBE AND MAIL
PUBLISHED MARCH 14, 2024



Ms. Sundance launched her farm, Sundance Harvest, in 2019. Using a business model reminiscent of a hip tech startup in its early years, the farm relies on social media and a small team of eager young people for operations.

IAN WILLMS/THE GLOBE AND MAIL

Cheyenne Sundance is part of a growing class of Black farmers who are hoping to help teach Canadians about agriculture and change what people assume a farmer looks like.

She's doing her part through her farm called Sundance Harvest, which she launched in 2019. The business is actually more reminiscent of a hip tech startup in its early years if anything. The farm relies on a small team of eager young people for operations. It has unusual work hours, uses social media and, just like techpreneurs, it's beholden to a fickle marketplace. For instance, the uncharacteristic warming and freezing this winter makes her work trickier than a regular office job, but worth it, Ms. Sundance says.

She grows vegetables on land located at Woodbine Racetrack in Toronto, as well as in Bolton, Ont., and Guelph. She also provides space for community members to grow and harvest their own produce, a profound move during a cost-of-living crisis in which the price of food has skyrocketed.

The 27-year-old, who boasts of 34,000 followers on Instagram, knows the struggles that go along with being a farmer better than her age suggests. She launched Sundance Harvest with little money and no connections. And, despite the challenges, she is finally making a profit.

"Being young, being a woman, I've gotten my fair share of, you know, harassment and discrimination, but I feel like I really wanted this to happen and now, look at us, you know, we're growing."

Ms. Sundance's success and personal ethos on diversity inspired her to launch a non-profit program on-site that teaches farming basics – from how to fix a tractor to caring for bees – as well as providing mentorship to marginalized groups. It's a program that she wishes had existed when she was starting out, and one that could be part of the solution to a looming disaster that Canada faces: too few farmers.

She's not wrong. Currently, Black people make up only 4.9 per cent of racialized farm operators in the country, according to 2021 data from Statistics Canada, the latest available. Black farmers fall significantly behind other ethnic groups.

Meanwhile, the same report found that racialized farm operators who hold a bachelor's degree – or higher – make up more than double the number of non-racialized farmers.

Additionally, Black farmers tend to operate smaller farms, which are more vulnerable to climate change, supply chain issues and price hikes for essential goods.

"The struggle I know for many new Black farmers is access and capital," Ms. Sundance says. "Because really, who has access to intergenerational wealth and lots of land? Usually not most Black people."

Globe & Mail
featured Foodpreneur Lab's
Africulture Study
March 2024

HIGHLIGHTS



Janice Bartley/FoodpreneurLab in Elle Gourmet Spring/Summer 2023 issue



Janice Bartley on The Social

Foodism 40

Foodism 40: Champions of DEI

As part of Foodism 40, we're recognizing eight passionate professionals in the hospitality industry who put advancing diversity, equity and inclusion at the forefront of everything they do.

f

Janice Bartley
Foodism 40: Champions of DEI
2023

of experience, Janice Bartley is the founder and executive director of the non-profit Foodpreneur Lab. Throughout her career, she's made it her personal mission to level the playing field and open doors for aspiring and established food entrepreneurs in underserved communities. Bartley founded Foodpreneur Lab in 2019 to tackle systemic barriers and create access for people who have historically been prevented from fully participating in the food sector. Through the Black Ecosystem Fund, her project has supported and provided opportunities for 200 Black food entrepreneurs over four years. Bartley's Foodpreneur Lab is the only Canadian Black woman-founded and led non-profit with a national mandate to advance racial and gender equity in the

HIGHLIGHTS



Janice Bartley
on Breakfast Television



**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

**Restaurants Canada
Awards of Excellence
innovations Award Winner
April 2023**



**High Tea Experience
with Foodpreneur Lab
Curocity.com
March 2023**



Janice Bartley
in Menu Magazine
February 2023

AT FOODPRENEUR LAB, IT'S ALL ABOUT THE COLLAB

JANICE BARTLEY IS FOUNDER AND EXECUTIVE DIRECTOR OF FOODPRENEUR LAB. A Toronto-based non-profit with a mandate to develop and support emerging and established food entrepreneurs in Black and under-represented communities. A Black woman and entrepreneur herself, she is a speaker, mentor, investor and advocate — the kind of leader you identify with and want to learn from.

She is also the kind of leader who knows exactly what the exact opportunities in and across the Canadian food system for Black food entrepreneurs, and the partnerships to accelerate and scale their businesses.

Foodpreneur Lab welcomes participants each year, for a nine-month program. The application window opens each February and closes March 1st, with the year's new program starting on their Foodpreneur Lab Fall April 1st.

Part of Foodpreneur Lab's focus is to create access for food entrepreneurs in the food ecosystem. Their mandate encompasses some operational business as well as full product development and launch. They also provide support to help entrepreneurs secure stakeholders to secure consistent supply and financial pricing and operational momentum. Bartley notes that processors often get asked if the items they begin to produce are in demand and need to be produced in order to maintain and grow their momentum. "Small processors are exciting, and new pieces of equipment are required," Bartley explains. "Equipment is often needed to reach that next level. For example, I know someone who was trying to launch and I told her she just got to get a piece of machinery she needed but I checked consumer need the exterior, but the interior. That delay prevented her from trading up because the time and labour spent shipping is so intense."

Foodpreneur Lab's lab begins with growing awareness of the market that exists within the Black diaspora, and that once a further market potential as those businesses grow and evolve, opening partnership doors, exploring retail distribution or building plants and facilities. Bartley points to that the emerging community of Black food entrepreneurs seek opportunities to advance their products and services in support of the diaspora marketplace, but crucially, they're looking for opportunities to collaborate to solve the full potential of their business concept. "These entrepreneurs are accessing these markets for the first time. As a community, we can't do it on our own, and food is not a closed system. We all need to cross political borders in various ways. Maybe you have underutilized space — how do we partner with you to maximize that space while minimizing the overhead cost? This is one of the many barriers that underrepresented communities face when they're looking to get their products to market."

Like in many Toronto markets, Bartley's vision for Foodpreneur Lab addresses real-world problems she had personally experienced. "I continuously walked into rooms where I was the only person of colour and that was a little bit daunting. It's not that you question whether you should be in the room, but you question the value you're bringing to bring. I don't have any strong feelings on it. It's a human nature. Over time, I realized I did have value, but food is so essential, not having other peers who looked like me in the room. That's food is so essential, but I wouldn't allow it to take away from what I needed, and over those three decades, we really able to see the significance and importance of not only receiving, but of building partnerships. That's where longevity is built. I looked at successful organizations and the partnerships they had in place, and I realized being that foodpreneur was intrinsic to the success of any business."

Black Anthony participant Darla Lowe of her Earth and Foodpreneur Lab Project Manager Maria Bhatia on a recent meeting a while as part of the P&A program. Other earth products include Lowe's design and kitchen.

As you get older, you start to ask yourself, "What's my purpose?" I noticed that men tend to use the word "legacy," but women want to give back in ways of purpose.

As Bartley moved through her career, she realized that the career path she had was not fulfilling or being shared with underrepresented communities. "To get older, you start to ask yourself, "What's my purpose?" she asks. "I realized that I needed to use the word "legacy," but women want to give back in ways of purpose. I thought I was one of the few girls back to community and use those same talents and talent to build something sustainable. I had the opportunity to do that when the Black & Hospitality Fund was launched and the request was not just for proposals in



**This Black-Led Initiative
Breaks Down Barriers for
BIPOC Food Entrepreneurs
FoodNetwork.ca
April 2022**



JUNETEENTH BLOCK PARTY TO SUPPORT BLACK FOOD ENTREPRENEURS

WINS

- The 30th annual Canadian Grand Prix New Products Awarded Patreats - Infus'd Fruit Gourmet Spread a win under the New Product Category under ' Food' for 2023. (Amongst some very big names like Metro & Longo's)
- One More Cocoa on Oprah's Favourite Things List - Food Gifts 2023
- Eight Coffee & Honey Soul opened a cafe at Billy Bishop Airport in the fall of 2023 "Cornbread Cafe".
- Nah Joke Gourmet Pepper Sauce is a winner of the 2024 Canadian Choice Awards
- Yawdi's is now selling products on major grocery store shelves
- Eight50Coffee for sale at Sobeys as of August of 2023



CANADIAN CHOICE
AWARD



30TH ANNUAL RETAIL COUNCIL OF CANADA
CANADIAN GRAND PRIX
NEW PRODUCT AWARDS

PRESS

BLACK-OWNED NON-PROFIT FOODPRENEUR LAB, DISRUPTS THE FOOD ECOSYSTEM WITH FREE ACCESS TO THEIR SUPPORT PATHS FOR BLACK FOOD ENTREPRENEURS

TORONTO – Monday, February 7th, 2022. Foodpreneur Lab is a Black woman-founded and led Canadian non-profit, that is disrupting the food ecosystem by addressing systemic barriers. Their Advisor-Led Start and Scale Support Paths provide free access for Black food entrepreneurs to focus on their unique business goals. With 50 participants already enrolled with Foodpreneur Lab since their first cohort launch in November 2021, applications for cohort two are now open on www.foodpreneurlab.com until February 28th, 2022 at 11:59 pm ET. The Government of Canada funds this project through the Federal Economic Development Agency for Southern Ontario. Applicants from Ottawa, Hamilton, Halton, Niagara, Simcoe, Wellington, Frontenac, Dufferin, Prescott and Russell, Stormont, Renfrew, Lanark, Leeds & Grenville, Dundas & Glengarry will be given priority. Applicants from the Greater Toronto Area will also be accepted.

Founded in 2019 Foodpreneur Lab is made up of diverse entrepreneurs and experts in the food sector. The team is led by Janice Bartley, who uses her 30 years of experience in food and entrepreneurship to open doors that have historically been closed to underserved communities.

‘It is through food that communities connect and foster a sense of belonging,’ says Bartley. ‘We believe that shared experiences provided by our support paths will help Black food entrepreneurs thrive and conduct business that honours their unique lens.’

Their 9-month Advisor-Led Start and Scale Support Paths include one-on-one individualized support, hands-on experience in commercial production space, and time to complete the required certifications to operate (Food Handlers', HACCP, etc.). The result will be that by December 2024, 200 Black food entrepreneurs will have received the support and knowledge needed to successfully run their businesses. While the project has a focus on Ontario, they have a strong national mandate to improve support for food entrepreneurs at every touchpoint.

'The network, the experience, and the results have all been amazing,' says Start Support Path participant Robert Robinson of Robinson Sauces. 'It's helped me understand and map out success for my business and connecting me with the right people.'

Information sessions for this project will be held in English Monday, February 7th at 7 pm ET & in French Monday, February 14th at 7 pm ET. Registration for both sessions are available at www.foodpreneurlab.com

About Foodpreneur Lab

Established in 2019, Foodpreneur Lab is the only Canadian Black-woman founded and led nonprofit with a fierce national mandate to advance racial and gender equity in the food sector. Its mission is to level the playing field for underserved communities and forge Paths where Black foodpreneurs can leverage their cultural insight and lived experiences in food product innovation. We don't want to just break beyond the grocery store's 'ethnic food aisle', we want to celebrate new food products that connect with a community's sense of belonging.

Find out more at foodpreneurlab.com.

PRESS



Janice Bartley
on CityNews
April 2024



Foodpreneur Lab
in Black Dollar Magazine
April 2024



Globe & Mail
featured Foodpreneur Lab's
Africulture Study
March 2024

PRESS



Janice Bartley
in Elle Gourmet
April 2023



Janice Bartley/FoodpreneurLab
on CBC
May 2023



Janice Bartley
on The Social
June 2023



Janice Bartley
on Breakfast Television
December 2023



Janice Bartley
on CHCH
February 2024



Janice Bartley
on CHCH Morning Live
April 2024



Janice Bartley
in Cuisine Noir Mag.
March 2024



Janice Bartley
on Am640Toronto
April 2024

PRESS



CANADIAN WOMEN'S
CHAMBER OF COMMERCE

Janice Bartley
Canadian Women of Chambers
Member Spotlight
March 2023



Janice Bartley/FoodpreneurLab
in NowToronto.com
February 2023



Janice Bartley
on She Ventures Podcast
March 2023



Janice Bartley
on The Tonic Radio
February 2023

medium.com



Open in app

Get started

**Janice Bartley Of
Foodpreneur Lab: Five
Things I Wish Someone
Told Me Before I Became A
CEO**



Janice Bartley
in Authority Magazine
July 2022



breakfast
television™

Janice Bartley
on Breakfast Television
February 2023



CANADA'S
PODCAST

Janice Bartley
on Canada's Podcast
March 2022

PRESS



Janice Bartley
on CP24
February 2022



Janice Bartley
on Breakfast Television
February 2022



Janice Bartley
with Susan Hay
on Global News "Making a Difference "
February 2022



Janice Bartley
on CHCH Morning Live
February 2022



Janice Bartley
with Niki Anastasakis
on Inside The Story
February 2022



Janice Bartley
with Wolfgang Klien
on HiFi Radio's "The Wolf on Bay Street" February 2022



Janice Bartley
with Niki Papaioannou
on Superstar PR
January 2022



Janice Bartley
on Alpha Woman Podcast
February 2022

foodpreneur lab

where food dreams grow.

FIND FOODPRENEUR LAB AT:

<https://www.foodpreneurlab.com>

<https://www.instagram.com/foodpreneurlab/>

<https://www.facebook.com/foodpreneurlab>



NIKI PAPAIOANNOU - PUBLICIST

NIKI INC.

416 568 9525

NIKI@NIKIINC.CA

@nikiincto