
SSFPA Partners with WES on New Inclusive Venture Capital Initiative

March 8, 2023: The Small Scale Food Processor Association (SSFPA) is excited to announce a new partnership with the Women Entrepreneurship Strategy's (WES) Inclusive Venture Capital Initiative. This contribution will allow the SSFPA and partner organizations across Canada to assist women/intersectional entrepreneurs that produce Consumer Packaged Goods to strengthen their capacity to access venture capital funding. This project, along with all the SSFPA's work, will provide a major benefit to the food economy in Canada.

The Small Scale Food Processor Association is a national trade association of processors, growers, and suppliers of food and agricultural products. The SSFPA provides leadership, education, marketing, networking, and advocacy to foster success in a competitive global market. In 2018, the SSFPA launched their Women's Initiative, which seeks to mitigate the issues within the food processing industry that have a significant affect on women entrepreneurs.

The Government of Canada is advancing women's economic empowerment with the first ever Women Entrepreneurship Strategy (WES), representing nearly \$7 billion in investments and commitments. WES aims to increase women-owned businesses' access to the financing, talent, networks and expertise they need to start up, scale up and access new markets.

For more information contact WI@ssfpa.net

