
Module #3

The Product Development Process



The Product Development Process is designed to be a 60 – 75 minute presentation that introduces the topic of Product Development within the agricultural and food context. It borrows from the foundational elements of market knowledge, creativity, applied sciences, and finance to ensure sustainability through profitability and sound business practices.

Participants will be introduced to the key concepts of the Product Development process in logical order. Activities are provided for highly interactive facilitated discussion and for immediate application of theory to their specific business situations.