

FOOD PROJECT PRESENTATION CHECKLIST

“Am I ready to present my proposed food project to Leadership and/or funders?”

Created for: Food project champions and entrepreneurs.

Purpose: To provide an opportunity for you to reflect on your planning and overall progress on getting your food project ready for approvals and support. It is not intended to be shared, rather it will provide you with a reflection of where your project stands in terms of readiness based on your own assessment.

Before entering a meeting or sending in your project proposal — whether it is Chief & Council, an Economic Development Board, or a funder — pause and review the following checklist.

There are 6 sections to the checklist:

1. Alignment
2. Revenues & Market Clarity
3. Operational Readiness
4. Capital Ask Clarity
5. Timing & Conditions
6. Emotional Readiness



Remember: This checklist is not about perfection. It is about readiness.

Section 1: Alignment

- ✓ I am clear on what I am asking for, and who needs to say yes.
- ✓ Governance roles (business ownership, liability, reporting) are defined.
- ✓ This project aligns with stated Nation, community or enterprise priorities and/or values.
- ✓ I can clearly explain how this project benefits the community and/or how it meets external market demands.

Tip: If unsure on any of the above: pause and clarify before presenting.

Notes:

Section 2: Revenues & Market Clarity

- ✓ I have spoken to at least one potential buyer.
- ✓ Pricing assumptions are based on real comparisons with existing products.
- ✓ Profit margins include considerations for labour, processing, and distribution.
- ✓ I understand how long it may take to get paid (i.e., 30-90 days after an invoice has been submitted).

Tip: If profits margins feel overly-optimistic, go back to your business plan and run a more conservative scenario.

Notes:

Section 3: Operational Readiness

- ✓ A project manager or operator is clearly identified.
- ✓ Labour availability has been considered realistically.
- ✓ Infrastructure constraints (e.g., transportation / distribution, storage) are acknowledged.
- ✓ Risks are named — not hidden.

Tip: If gaps exist, explain how they will be addressed.

Notes:

Section 4: Capital Ask Clarity



I can state the total project costs clearly.



I know what has already been secured.



I can state the exact amount I am requesting clearly and explain how it will be used.



I know what type of capital I am looking for (e.g., financing/loan, grant, or investment).

Tip: Avoid vague language, avoid rounding up.

Notes:

Section 5: Timing & Conditions

- ✓ This proposal is not being rushed due to a grant deadline.
- ✓ Leadership bandwidth and political timing (like Council elections) have been considered.
- ✓ I understand potential timing concerns that may be raised.
- ✓ I know that other funding opportunities may arise later on in the project timeline.

Tip: If timing feels pressured, consider sequencing or phasing.

Notes:

Section 6: Emotional Readiness

- ✓ I feel prepared, not defensive and I am clear that questions are about project risk, not about my personal worth.
- ✓ I can answer questions without overselling.
- ✓ I am ready to say “I don’t know — I will follow up.”
- ✓ I know that if I do not receive a “yes” today, that I can keep trying and learning along the way.

Tip: Breathing before entering the room is strategic.

Notes:



Example of a Completed Checklist

Scenario:

An Indigenous community would like to start a farm that will provide food for the community and will sell any excess food to a nearby town.

A community member, Shelley, has come forward who would like to lead the project (the 'farm manager').

These are the steps that have been taken in planning:

- Shelley has **met with Leadership and staff** to determine their interest and has received a Band Council Resolution (BCR) and 10-year lease for a 4-acre parcel of land.
- The **lease rate** is discounted (\$2,000 a year) and includes access to water from a nearby well.
- Shelley used **online business plan templates and videos** to pull a solid business plan together.
- In **Phase 1**, the farm will grow **vegetables** and include a small greenhouse.
- In **Phase 2**, chickens will be added as a source of **eggs and meat**.

Example of a Completed Checklist - continued

These are the steps that have been taken regarding sales and distribution:

- Shelley has **gone to the nearest town's grocery store** to speak with the produce manager about selling produce there. There seems to be an opportunity if her vegetables are good quality.
- Shelley has **met with the Farmers' Market Association** in town and was told she could have a booth to sell vegetables.
- The business plan indicates a **small profit margin**, although not much once labour is factored in.
- The **Nation has indicated they would be willing to pay for some of the vegetables**, albeit at a reduced cost, for Elders' food boxes on a weekly basis.
- The **main costs for Phase 1 that still need to be covered in order to make the business plan work are**: fencing around the farm area to keep wildlife out (\$30,000), a greenhouse (\$40,000), and an irrigation system with wash station (\$15,000). Insurance is also needed and a quote for \$2,000 a year has been provided.
- Shelley is focused on ensuring that Phase 1 (vegetable production) is a success before moving into **Phase 2** (eggs and meat production), which would have additional costs.

Based on the work done so far, **Shelley would like to apply for a \$100,000 grant** to get the farm started. This would cover the main Phase 1 needs and allow for a bit of a stipend for seeds and labour.

Shelley knows that at some point a delivery truck might be necessary, but for now is willing to use their own vehicle or borrow one.



Example of a Completed Checklist - continued

Shelley fills out the checklist as follows:

Section 1. Alignment

- **YES** I am clear on what I am asking for, and who needs to say yes.
- **YES** Governance roles (business ownership, liability, reporting) are defined.
- **YES** This project aligns with stated Nation, Community or enterprise priorities and/or values.
- **YES** I can clearly explain how this food project benefits the Indigenous community and/or how it meets external market demands.

Section 2. Revenues & Market Clarity

- **YES** I have spoken to at least one potential buyer.
- **YES** Pricing assumptions are based on real comparisons with existing products.
- **PARTLY** Profit margins include considerations for labour, processing, and distribution. (No processing required, some distribution costs are being provided in-kind).
- **YES** I understand how long it may take to get paid (i.e., 30-90 days after an invoice has been submitted).

Section 3. Operational Readiness

- **YES** A project manager or operator is clearly identified.
- **PARTLY** Labour availability has been considered realistically. (Labour needs will attempted to be filled by community members for the first year, after which a job for farm hand may need to be posted).
- **YES** Infrastructure constraints (e.g., transportation/distribution, storage) are acknowledged.
- **YES** Risks are named — not hidden.

Example of a Completed Checklist - continued

Section 4. Capital Ask Clarity

- **YES** I can state the total project costs clearly.
- **YES** I can state the exact amount I am requesting clearly.
- **YES** I can explain what the funds will be used for.
- **PARTLY** I know what has already been secured. (The Nation has not yet agreed to a specific purchase price for the vegetables but has indicated it would be willing to negotiate once the rest of the funding has been secured.)
- **YES** I know what type of capital I am looking for (e.g., a \$100,000 grant).

Section 5. Timing & Conditions

- **PARTLY** This proposal is not being rushed due to a grant deadline. (There is a certain amount of motivation on getting this proposal ready for a grant deadline, but it's not 100% contingent on it.)
- **YES** Leadership bandwidth and political timing have been considered.
- **PARTLY** I understand potential timing concerns that may be raised. (Due diligence has been done but there is the possibility that something may come up.)
- **YES** I know other funding opportunities may arise later in the project timeline.

Section 6. Emotional Readiness

- **YES** I feel prepared, not defensive.
- **YES** I can answer questions without overselling.
- **YES** I am ready to say "I don't know — I will follow up."
- **YES** I know that if I do not receive a "yes" today, that I can keep trying.

Based on the checklist, **Shelley feels the project is ready to move forward** because she has taken all the steps possible to create a good business plan and has been able to communicate clearly with Nation leadership.

The project has a good foundation of support and the final piece is acquiring the funding to build it out and get started.

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