



Sault College News Release

For immediate release

Successful Launch of Innovative New Program at Sault College

(Sault Ste. Marie, ON August 12, 2011) On Monday, August 8, 20 women began their orientation into Sault College's first ever Cook Pre-Apprenticeship for Women program. Through the School of Continuing Education and the Ministry of Training, Colleges and Universities (MTCU), this program was developed to give students hands-on culinary experience and business skills through classroom learning and through an on-campus work apprenticeship placement.

The idea behind the project is to help create local business development opportunities in the growing home meal replacement industry for unemployed and underemployed women to gain viable skills in this field.

"The business opportunities for home meal replacement enterprises are growing due to the trend towards healthier lifestyles," says Leo Tiberi, Vice President, Academic at Sault College. "We believe that participants of this program will develop the business and culinary skills to position themselves for job opportunities in the entrepreneurial food preparation and service industry."

Home meal replacement is a growing consumer trend, where meals are pre-planned and pre-packaged for purchase. The uniqueness of this concept stems from use of nutritional and wholesome ingredients, short-shelf life of the products and reasonable cost. In essence, this program offers convenience, affordability and healthy meals for families and replaces the need

to buy ingredients, prepare meals or eat in restaurants. The students in the Cook Pre-Apprenticeship program will help to develop this concept and run the business from Sault College's Culinary and Hospitality Department during their apprenticeship component of the program.

The recruitment and promotional phase of this program was very successful with informational sessions. Meetings were set up with community partners such as Phoenix Rising Women's Centre, The Metis Nation of Ontario, Algoma Family Services, and Breton House, Women in Crisis and Ontario Works.

"This was an excellent opportunity for Ontario Works to partner with Sault College to provide quality programming for our participants and our community," says Ken McPhee, Employment Unit Manager at Ontario Works. "Keep up the good work."

Promotional materials were distributed widely throughout the community, posted on social media websites and included advertorials on web based media outlets such as the new Local2. External employment resource groups such as ER Solutions, Employment Solutions and the Sault Community Career Centre were contacted and helped in recruiting clients and potential students.

With an overwhelming response from the community, it is apparent that the home meal replacement concept is both necessary and viable in Sault Ste. Marie. The 20 students who began this week will be the pioneers of this project. This will be their opportunity to launch and run a very innovative venture that could be a model for future undertakings.

For more information on this exciting program, contact Emily Tuomi, Program Coordinator at 705.759.2554 ext.2561 or email Emily.tuomi@saultcollege.ca

About Sault College

Sault College reaches students through post-secondary, continuing education, apprenticeship training and third party contract training. Educating 4,500 students annually, Sault College offers a full range of programs: Certificates, Diplomas, Advanced Diplomas, Post Graduate Certificates, Degrees, and Apprenticeship programs. Sault College has an economic impact on the community in excess of \$100 million. MacLean's magazine has recognized the College's ranking at the top of the province in graduate satisfaction, with 85% of graduates saying that they were highly satisfied with their education at the post-secondary institution. Sault College, located in Sault Ste. Marie, Ontario is one of 24 community colleges in Ontario. Visit our website at www.saultcollege.ca for more information.

Please contact:

Tessa Pino, Communications Officer

Sault College

705.759.2554 ext. 2830

www.saultcollege.ca