

# Learn Agri-Food News

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## Great opportunities for sharing ideas and information.

Learn Agri-Food Meeting—  
September 14, 7:00 to 9:00  
p.m. A speaker and practice  
session on making  
presentations for sales.

*Concept to Commerce—a trade  
show (you're the booth holder  
who's doing the selling) and  
chance to hear and meet a  
number of business resource  
people.*



## Use a Business Profile for Marketing

To your customers the story of your business can be as important as your product. The **Learn Agri-Food Group** played with a business profile template that makes it easy for every business to write their story.

You'll find the template included with this newsletter.

Use your business profile to communicate with customers, buyers, retail outlets, financial partners and other specialists. When you've completed a business profile you have words at your fingertips for easily creating a variety of marketing tools. The profile will ensure you don't miss any important details.

The Learn Agri-Food Group and their assistants, the Working Group, are

helping each other write and practice using a business profile. Here are some of our many ideas:

- send your profile to **Susan Meyer** by fax, e-mail or post and she'll make sure it's edited and critiqued,
- bring it to the **next meeting** where we'll use the information to practice making a 'sales pitch' to potential customers,
- let the Working Group share it with speakers coming to the **Concept to Commerce** workshop and they'll target their information to our processors in an unprecedented way.



## Package & Label

**Briggswood Country Preserves'** Gail Briggs and Elaine Stenbraaten went to a session on nutritional food labeling this summer. Elaine has the manual so you can check out the scoop, but best of all they are ready to share what they learned. Here are some gems so far:



Pepper Jelly from Briggswood—what will the label say?

- Canada & the U.S. have different systems,
- can Gail do nutritional labeling for the pickle or is it for the pickle and the brine? and who drinks the brine?



**Help set the winter education program.**

Attend the Learn Agri-Food meeting on September 14 to hear the winter plans and suggest things you need on the agenda

## Sell, Sell, Sell: Promotions



The goal is to sell elk and bison meat and products. Direct marketing to consumers is one of the tools. Walter and Irene Gitzel of **River Hill Game Ranch** put up a sign. What do you think?

We know it has all the important information in a nutshell and best of all, we saw it when we weren't even looking for it. Ask Irene at one of the meetings how about their signage decision.



## Greetings from Members

Located on the Alaska Highway 30 miles south of the Yukon border, Donna Rogers operates **Coal River Lodge**. Offering a motel and store complex at mile 533 of the historic Alaska Highway, **Coal River Lodge** specializes in buffalo burgers. Do drop in. Summer phone: 250-766-7306

Donna plans to return from northern

B.C. in early October. She sends her greetings, reports that she's keeping up on her literature reading (we hope some of it is not business related) and says thanks for the newsletter.

<http://www.coalriverlodge.com/>





## Learn Agri-Food Events to Attend

you are welcome to any or all

 <p><b>Tuesday, September 14</b> Alexander's north east corner of highways 2 and 49 at Rycroft  <i>7:00 to 9:00 p.m.</i></p>	<p><b>Learn Agri-Food Meeting</b></p> <p>For two hours (only) beginning and growing entrepreneurs meet a designated expert (that's a guest speaker) and other real expert (that's you and other participants).</p> <p>Agenda includes:</p> <ol style="list-style-type: none"> <li>1. lots of opportunity to talk</li> <li>2. "making presentations" workshop with a speaker and practice</li> <li>3. an update on Concept to Commerce—our first event of the season</li> <li>4. offer your product for sale to the chefs at Concept to Commerce and at the trade show on October 13</li> </ol>	<p>It's free and an opportunity to get and give feedback on your business products, challenges and ideas.</p>
<p><b>Tuesday, October 5</b> TBA <i>7:00 to 9:00 p.m.</i></p>	<p><b>Learn Agri-Food Meeting</b></p> <p>The October meeting for networking and learning from others</p> <ol style="list-style-type: none"> <li>1. practice making presentations</li> <li>2. hear about Branding in the Peace</li> </ol>	<p>Just show up at 7:00 pm. A number of people are car pooling to extend the time for casual conversation.</p>
<p><b>This Winter and starting soon</b></p>	<p><b>A Repeat of last winter's Marketing Course.</b> Watch for details. It was a great success.</p>	
<p><b>October 13 evening and October 14</b></p> <p>You'll have received information on this event from The Innovation Network If not—phone one of us.</p>	<p><b>Concept to Commerce</b></p> <p>A combination party, sales opportunity and chance to meet and talk to a wide range of people and agencies who can help your business.</p> <p>Don't forget to sign up for the classy awards banquet where you can rub shoulders with other Peace Region businesses, eat Peace food cooked by a chef and celebrate agri-food business success.</p> <p style="text-align: center;">(See back page for more details)</p>	<p>\$25.00 for the opportunity to be in a trade show booth and attend the sessions.</p> <hr/> <p>\$35.00 for the evening awards ceremony and the banquet.</p>



For Peace Region Ag  
Entrepreneurs, brought to you  
by:

**The Working Group  
which includes: Gail  
Briggs and Jerry  
Kitt, as well as:**

**Bruce Rutley**  
The Innovation Network  
Fairview  
835-3959 or  
1-866-835-5005

**Nicole McMullan**  
Alberta Economic  
Development  
Grande Prairie  
538-5635

**Elaine Stenbraaten**  
Alberta Agriculture, Food  
& Rural Development  
Fairview  
835-7531

**Karen Goad**  
Alberta Agriculture, Food  
& Rural Development  
Grande Prairie  
538-5629

**Susan Meyer**  
Alberta Agriculture, Food  
& Rural Development  
Grande Prairie  
538-5630  
Fax: 538-5288

# Concept to Commerce

Here are examples of what will happen,, but refer to the agenda you'll get in the mail this week. If you don't get it, give **The Innovation Network** a call and it will be done.

**October 13 7:00–9:00**

**Peace Country Products Showcase-Samples** (this night is for us) Here is some of the advertising:

*Regional Agri-Food Processors will showcase their products by 'telling their story'. Product sampling will be featured.*

That means, we can let people taste, tell our stories and sell, sell, sell. For the registration, you get a table and opportunity to practice selling.

**Guest Speaker: Mary Bailey, Edmonton Alberta Regional Cuisine**

The book **Food Lover's Trail Guide to Alberta** co-authored by Mary Bailey and Judy Schultz was short-listed for Alberta Book of the Year and the Cuisine Canada Food Culture Award. Some of us are featured in their first book. She's an energetic speaker.

**October 14 8:15 to 4:20**

*A newsletter to bring information, ideas and people together. If you are interested in profit from value adding agriculture in the Peace it's for you.*

**When we say 'member', who do we mean?** We mean any person in the ag-value adding business from idea holders to multi billionaires, who read this newsletter or attend any of the training sessions.

The goal of this day is for Peace Region ag value added processors of all sizes and ages (maturity) to meet, hear and talk to a wide variety of business helpers and advisors. We've commissioned the guest speakers to listen as much as they talk.

**The Food Processing Development Centre, Leduc**— how to determine and access the correct sized equipment to match your start-up operational needs and how FPDC can assist in meeting your specialized service needs.

**The Alberta Food Processors Association**— who are they and why is this valuable.

**Branding the Peace**—what's up? how to use the logo.

**Alberta Agriculture**—who's there and how can they help.

**Planning and Assessment for Value-Added Enterprises program (PAVE)** — how to access specialized services towards business planning, feasibility studies and credit proposals for planning and assessment of value-added enterprises.

**Alberta Financial Services Corporation (AFSC)**— *"I bet you didn't know that AFSC is lending to agri-food processors?"*

**Industry Research Assistance Program (IRAP)** — kinds of technical assistance and programs

**Canada Revenue Agency, Scientific Research and Experimental Development Program**— Believe it or not, we all do experimental development. Learn how the program applies to your business and how you can recover money.

**October 14**

## Entrepreneur Awards Night

Gift yourself, your business partner and your business with a great meal in support of the Peace ag processing industry. It's a sign of the maturing of our industry that this kind of evening is in the works. It's \$35.00 per person.

