

Learn Agri-Food News

Issue 3.02
February 2005

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February Meeting Report

New people to our meeting made the evening in Rycroft even more informative. Doris Brocke from the Branding Association and her husband requested rhubarb recipes. If you can help, e-mail Doris at entprise@pris.ca. She and Gail Briggs who is on the Peace Brand board did a great update. Some of our processors are the first to put it on products.

Special guest Shirley Uland brought greetings from Eaglesham. She challenged us (and herself) to find ways to both build businesses in our local communities and to find ways to make good use of facilities such as community kitchens.

Karen Goad gave a good overview of steps to take in decision making around using such a facility for



processing. This might include borrowing or renting a community owned inspected kitchen or restaurant facilities in off hours.

A number of Ag Societies are considering ways to make it easier for processors to get started by testing their recipes and then be allowed to market. If you are keen to use this route before building a stand alone plant, be sure to contact your health inspector, write a good contract and cover yourself with appropriate insurance.

Ann Toderian, Mama T's told us about the Rycroft market and her business.

Great opportunities for sharing ideas and information.

Learn Agri-Food Meeting

March 8, 2005

7:00 to 9:00 p.m.

An evening dedicated to sharing marketing ideas. We'll have a guest and plenty of opportunity to share questions and ideas. Come armed with your own tools for critique.



The Peace brand is definitely on its way to recognition. It can be used by members of the association. A brand promotion campaign is underway. You'll find great articles in the paper called the Alberta Express, as the three on the right are doing.

Guidelines for using the brand are at: <http://www.peacecountry.com/branding/>



A look at the Peace brand at the February meeting: Doris Brocke, Charlotte Openshaw & Gail Briggs.

Make Marketing a Successful Experience

Lynn Bogner with Bogner's Greenhouses - always looking for marketing courses. "You have been more helpful to our industry (bedding plants) than our own Greenhouse Growers Association. I always look to see what you are doing first before I go elsewhere to take a course."

That's one of the testimonials from the marketing course coming again to Grande Prairie.

And here's who's promoting for free:

The offer last month still stands—be featured in the Peace Country Sun

Phone Susan or one of the other Alberta Agriculture people and say:

"I want IN. Interview me about my products and business. Find a time to write a great article on me. I'll tell you interesting things. I'll let you take my picture. I'll buy you coffee."

It's that easy.

Ann Toderian wrote material for at least two articles. She made great news and got calls as a result.

Call Martine Bolinger at 780-538-5633 (use the Rite line to save a dollar: 310-0000) to get a good description.

And.... for you participants from last year: the last day, April 27, is a 'new' day of public relations. Call Martine to sign up for the extra bit.

Martine interviewed Paulette Langenecker. Berry Fields looked really good.

We enjoyed writing about all the bison producers in big city farmers' markets. Serle and Janet Hanson even made the Sun's web page.

City Palate is another magazine that is providing promotion for our businesses. Pick one up next time you're in Edmonton.



Naming a Product

Although some things happen serendipitously, it might save money to check and proof your marketing materials. However, since there should be a bit of fun in a newsletter:

A spelling error in literature printed about Bombardier's invention of a light-weight recreational snowmobile didn't hurt the product at all. The snowmobile had been labeled a 'ski-dog' but a typo turned it into a 'ski-doo' and the rest is history.

Clarity, Plain Language & Manners

We think clarity and plain language is important but good manners means to treat your customers with respect. As funny as these bits on some product labels are, please proof your materials carefully.

On a Sear's hairdryer:

Do not use while sleeping.

On a bag of Fritos:

You could be a winner! No purchase necessary. Details inside.

On a bar of Dial soap:

Directions: Use like regular soap.

On some Swanson frozen dinners:

Serving suggestion: Defrost.

Tesco's Tiramisu dessert (printed on bottom):

Do not turn upside down.

Learn Agri-Food Events to Attend

you are welcome to any or all

<p>Tuesday March 8 5:30 to 7:00 for Association Meeting</p> <p>7:00 to 9:00 pm for LAF</p> <p>Alexander's north east corner of highways 2 and 49 at Rycroft</p>	<p>The Peace Value Added Food and Ag Association members are planning to eat supper together. Everyone is welcome to enjoy the conversation and a short meeting.</p>
	<p>Learn Agri-Food Meeting Focus on marketing</p> <ol style="list-style-type: none"> bring and share materials you've created tell the ideas you have for 'selling' hear guest Kevin Timanso and his thoughts on marketing. <p>It's free and an opportunity to get and give feedback on your business products, challenges and ideas.</p>
<p>Wednesday March 9 7:00 p.m. Lions Learning Center 9625 Prairie Road Grande Prairie</p>	<p>BridgeBuilder Project bringing rural and urban Albertans together to build understanding and support for rural renewal.</p> <p>Just show up. For more information call 403 320-0991 or email sostart@telusplanet.net</p>
<p>March 29 & 30 and April 26 & 27 Grande Prairie 9:00 to 4:00</p>	<p>Make Marketing a Successful Experience Product, promotion, place price! Improve your selling & communication skills. See page 2 for more.</p>
<p>Tuesday, April 12 7:00 to 9:00 p.m.</p>	<p>Learn Agri-Food Meeting Put these on your calendar so you can plan to share a ride or bring a business idea for feedback</p>
<p>April 14 & 15 Peace River \$100 includes lunches</p>	<p>Finding Agreement—theory and practice in interest based negotiations and conflict resolution. This course is one of the best value sessions you can take. Call Susan.</p>

These Group Members agree to put their contact information in the newsletter so you can call with advice or a question.

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Go to these sites or people for business information and help:

Peace Branding
www.peacecountry.com

Alberta Agriculture, Food & Rural
Development
<http://www.agric.gov.ab.ca>

For the Innovation Network:
<http://www.peacecountrycanada.com/innovation.aspx>

For Peace Region Agriculture
Entrepreneurs, brought to you
by:

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

Jim Smith

The Innovation Network Fairview
1-866-835-5005

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Sharing Learning for More Impact

Karen Goad, Pat MacAlister and Sherry Smith in the Grande Prairie Agriculture office have created a lending library for entrepreneurs. In fact, it's a traveling library. We take a box of books to the Learn Agri-Food Network meetings so you can borrow some inspiration between meetings.



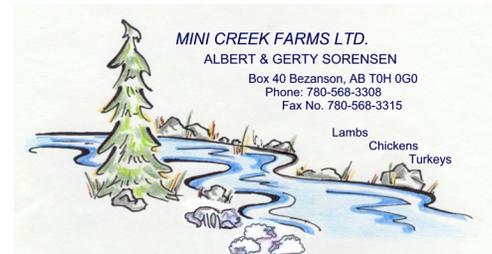
Most local libraries are hooked up to the internet and to libraries across Alberta. The business manuals and source texts in the downtown library are great. Take a quiet minute. Search and enjoy.



The E-Myth, and The E-Myth Revisited are both in your libraries. These books discourse on the difference between being an entrepreneur and being an entrepreneur technician. It says that "to a true entrepreneur, the only reason for starting a business of your own is to sell it!" One of our wise members says it this way: "when you build a business that you know is saleable, then you'll take care of all the things you should take care of to make a profitable business. What a concept!



Linda Prudholme-Warrior with her display at Concept to Commerce. She says she's going to an Edmonton trade show this spring.



Gerty Sorensen's Business Card don't you enjoy the art?



Attend the
Learn Agri-Food meeting on
March 8 for a report on
equipment, how Heather
Porrill is using a community
hall to process and news from
other members of the group.
Bring a friend.