

Learn Agri-Food

Issue 3.4
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Great opportunities for sharing ideas and information.

Learn Agri-Food Meeting
May 10 at 7:00 to 9:00 p.m.

Come prepared to introduce yourself and speak about your business. This friendly bunch welcomes practice product presentation.

We look forward to talking about packing and labeling.

Taking you to the next level in agri-business.



April Report

LAF meeting

Lianne Read reported she needs to find focus in her Silver Valley Fibres business.

At the same meeting Kathy Meyer and Gail Briggs reported the success of their shared booth at Hines Creek trade show. They appreciated the excellent co-ordination of the trade show.

How we learn is an interesting study. Kathy Meyer, Coveralls for Kids, reads the Fortune 500 magazine. She shared with Gail Briggs, Briggswood Country Preserves, an article about marketing jam. Gail used the information to change her tradeshow strategy with positive results.

Heather Porrill, Star Bright Farm has a line: vegan and homestyle simple to use bakery mixes. She brought a array of her packaged mixes to show the group. She prepared a batch of chocolate chip cookies and a lovely moist chocolate cake from her mixes. The group taste tested the baked items and provided feed back. Heather is selling them at Dawson Creek and Rycroft Farmers' Markets.

Marketing Course

Many who take a marketing course say it's really a business management course with emphasis on marketing. The course was an opportunity to learn skills and immediately relate them to the participants specific situations. Participants worked hard learning and applying ideas. They obviously enjoyed themselves because laughter often spilled out into the hallway.



Flexitarian a definition from:

<http://www.macmillandictionary.com/New-Words>

Is this your customer?

flexitarian *noun* [C] a person who consumes mainly vegetarian food but occasionally eats meat or fish

Flexitarians follow a vegetarian diet as a healthy lifestyle rather than an ideology. They feel an occasional meal that includes fish, fowl or meat is acceptable. (The Baltimore Sun, May 2, 2004)

Suzanne Havala Hobbs, a nutrition professor at the University of North Carolina, credits the growth of **flexitarianism** to the nation's better understanding of

the diet-disease connection. (USA Today, March 16, 2004)

It is estimated true vegetarians only account for three per cent of the American population, the number of **flexitarians** could be as high as forty per cent. This reflects an increased awareness of healthy living and the benefits of moderation in meat consumption. With the wider availability of organic meat and dairy products, **flexitarianism** is gaining popularity.

Take the LAF Network Meeting Challenge

Get involved. Accept the challenge to lead a Learn Agri-Food Network meeting. It's easy! Simply:

- ! put the chairs in a circle so everyone can see and hear everyone else.
- ! start at 7:00 p.m.
- ! end at 9:00 p.m.
- ! say out loud, "We respect the business information shared here BUT don't share any secret you don't want disclosed."

- ! allow each person to speak. Introductions include name, business name and whatever question is on the floor—try "What challenge are you facing in your business?" or "What are you most proud of?"

Volunteer today. Grow with your LAF Network

**Bring your labels.
We'll have an 'expert'**

Attend the Learn Agri-Food meeting on May 10, 2005 .

Tell Your Business Story

Your story is an effective promotional tool. Prepare a business profile and develop key messages. Use them in your story so you're prepared when opportunity knocks.

If Donna McElligott from CBC radio's Wildrose Country phones marketing course participants, they'll be ready with their key messages. Here are some examples:

- give your feet Peace
- from Bay Tree's brightest
- warm from our heart to your oven
- the aroma of home
- dogs are people too
- clear conscience approach to eating meat

Producers of dog food, baked good mixes, organic meats and wool products took the course. Can you match the key messages with the company?

Share your story with us. We'll help you get the word out on your business.

Learn Agri-Food Events to Attend

You're welcome. Bring your friends and family.

<p>Tuesday May 10, 2005 7:00 to 9:00 pm for LAF</p> <p>Alexander's in Rycroft.</p> <p>It's the former Courtesy Corners on the north east corner of highways 2 and 49.</p>	<p>Learn Agri-Food Meeting</p> <p>An evening to network and learn.</p> <ol style="list-style-type: none"> 1. Join Larry Groner, an expert on packaging and labeling regulations, who recently retired from the Canadian Food Inspection Agency (CFIA). Bring your questions, concerns and product labels. 2. Plan the June 14, LAF Network celebration. We're thinking pot luck and awards. 3. Share your business wisdom and concerns. 	<p>These members agree to put their contact information in the newsletter so you can call with advice or a question.</p> <p>Lianne Read—Silver Valley Fibres 780-351-2091 sheepo@telusplanet.net</p> <p>Charlotte Openshaw—Prairie Dream Organics 780-835-4550 chartom@telusplanet.net</p> <p>Kathy & Leo Meyer—Coveralls for Kids 780-774-2051</p> <p>Tara Sallis—Birch Hills Bath Company bhathco@telusplanet.net 780-694-2377</p> <p>Gil & Darlene Hegel—Valta Bison hegel@telus.net 780-356-3627</p> <p>Jerry & Sam Kitt—First Nature Farms jkitt@telusplanet.net 780-356-2239</p> <p>Gail & Stan Briggs Briggswood Country Preserves brigswod@telusplanet.net 780-765-3180</p> <p>Heather Porrill—Star Bright Farm porrill@telusplanet.net 780-353-3050</p> <p>Linda Prudholme-Warrior Rosewood Meadows warrior1@telusplanet.net 780-624-8227</p> <p>Gerty Sorensen—Mini Creek Farms gertys@telusplanet.net 780-568-3308</p> <p>Arnie Meyer—The Berry Basket berrybas@telusplanet.net 780-567-2495</p> <p>Julie Gour —Peace Country Baskets peacecountrybaskets@telus.net 780-322-2270</p> <p>Ann Toderian—Mama T's toderian@telus.net 780-765-2292</p> <p>Kevin Timanson-Marketing Consultant timanson@teluplanet.net</p>
<p>May 13 Dawson Creek</p>	 <p>Annual Meeting</p> <p>Are you branded? Attend the annual meeting to learn more. Call 250-782-5745 for info.</p>	
<p>May 14 Starts at 9:00 am</p> <p>Market from 10:00 am to 2:00 pm</p> <p>Grande Prairie 101 AVE & 101 ST</p>	<p>Grande Prairie Farmers' Market Pancake Breakfast</p> <p>We're celebrating one year at our downtown location.</p> <p>Cost: \$7 for adults, \$3 for kids</p> <p>Attend the market and enjoy breakfast with your family.</p>	
<p>June 1 8:30am to 4:00pm Calgary</p>	<p>Canadian Nutrition Labelling workshop - (sponsored by AFPA) http://www.afpa.com/cal/month.cgi?year=2005;month=6 It's mandatory to have <i>Nutrition Facts</i> on your food products. Find out what the new regulations mean. How to calculate display surface, with hands on examples.</p>	

For Peace Region agriculture entrepreneurs.

Learn Agri-Food Network Team includes Gail Briggs and Jerry Kitt, as well as:

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For toll free calling of all AAFRD staff dial 310-0000 first.

Bits & Pieces

"People eat with their eyes first," says Executive Chef Steve Driver of Boffins in Saskatoon.

Arnie Meyer, the Berry Basket, heard this on a CTV cooking show which coincidentally featured saskatoons.

Karen Goad learned:

Market Technology Program - Food Beverage Canada has a program that cost shares travel to select national and international trade shows, conferences and industry events.

<http://www.foodbeveragecanada.com/MTP.htm>

Quote:

"When we are listened to, it creates us, makes us unfold and expand. Ideas actually begin to grow within us and come to life," says Brenda Ueland.



Food for Thought — Pricing Philosophy

<http://www.entrepreneur.com>

Q: My partner and I are having a hard time coming up with what we feel is the perfect price for our new product. We know what competing products sell for, but we don't know if it's better to price our product cheaper than theirs or charge more because we feel it's a superior product. What is the best way to determine the perfect price, and what is the rule of thumb for raising prices later on?

Go to the website for the rest of the story. If you aren't on the internet, phone Martine for a copy of the article and philosophical discussion.



Learn Agri-Food Team: (back to front): Jim Smith, Elaine Stenbraaten, Jerry Kitt, Karen Goad, Gail Briggs, Martine Bolinger and Susan Meyer