

Learn Agri-Food

Issue 3.6
June & July 2005

Contents:

June Report	1
Ag-Tourism & Learn Agri-Food—a natural match	2
Sign Up Alberta	2
Events to Attend	3
LAF Trivial Pursuit	3
Network Contacts	3
Bits and Pieces	4
Network Team Members	4

Great opportunities for sharing ideas and information.

Learn Agri-Food Meeting
September 13

7:00 to 9:00 p.m.

Look for places (three in the region) in the August newsletter and watch the Peace Country Sun article called:

Proudly Peace Full Products

June Report



There are opportunities and training available – to meet the 2010 **Olympics procurement** standards. Gail Briggs reported and exhorted the group to start learning, work together and become a supplier for that high profile event. The web site will be updated regularly, so don't visit once and think you've 'got it'. The group agreed that training and planning by the LAF Network members who want to be ready must start early in September. Go to this site for a start: 2010commercecentre.com

Dale & Doris Brocke brought a rhubarb slush for everyone to try. The smiles on faces was the feedback indeed. "Thanks for all the recipes," was part of the message from Doris. Their rhubarb season was great – so they juiced much of it and are testing ideas and products.

From Dawson Creek, for their first LAF meeting, came James & Anna Bridges. He's a marketer with a sense of where to take some products. We enjoyed his comments on for instance: "if you entertain potential buyers from China, serve them beef (Canadian) not sushi (Japanese) and introduce them to a honey producer—Chinese cuisine uses more honey than any other."

Chris Eaken, who writes for the Fairview Post said: send your stories to local newspapers if you want local publicity. They are busy people, make it easy for the editors.

Tara Sallis, Birch Hills Bath Company, said she comes to the meetings because she's an 'entrepreneur junky'.

Arnie Meyer, *The Berry Basket*, related a conversation with Barry Isaac, Last Mountain Berry Farms in Saskatchewan. Barry says for success: have good product, be competitive, create great packaging and MARKET.

Barb Barrs, Burnt River Clay, wants to make a living and learn how to grow her business.



Dale & Doris Brocke cited Gail as a mentor who helped them dream a business and showed them that LAF meetings are fun, not funny.

Ag Tourism & Learn Agri-Food Network a Natural Match

Recently...

- interest in the potential of ag-tourism is growing
- a variety of agencies have put time and energy into the development of an ag-tourism initiative
- they are looking for ways for businesses to enhance one another
- ag-tourism and farm direct marketers now qualify for scholarships to help finance travel and fees for conferences and workshops of national or international stature.



Future...

- September Learn Agri-Food Meeting near you
- open invitation to all interested to join mailing list and meetings
- two day workshop on event based marketing for ag-tourism in the region in 2005/2006



It's a campground, it's a store. It's Country Roads RV!

Learn Agri-Food Network activities...

Purpose - to increase the success of individual businesses through learning, knowing others, sharing of struggles and triumphs in rural ag related business.

Process – one hundred-twenty minute meetings (you can stay later and party) the second Tuesday evening of each month. No group maintenance activities – only sharing and learning time and workshops to improve business skills as LAF members request.

Sign Up Alberta: Alberta's New Tourism Highway Sign Program

Contact:
Guide Sign Industries Ltd.

Phone:
(866) 560-7446

Website:
www.signupalberta.com

NEW PAYMENT METHOD ANNOUNCED

Alberta Transportation has introduced a payment installment method. Approved permit holders can now make two equal payments over a one year period - half at the approval stage and the other half one year later.



Coming to a place
closer to you.
We're going to try
for three, including
Rycroft.

Attend a
Learn Agri-Food
meeting on
September 13, 2005

Learn Agri-Food Events to Attend

You're welcome. Bring your friends and family.

September 13

Rycroft & Grande
Prairie for sure
& somewhere such
as Peace River or—
you suggest a place!

Learn Agri-Food Network Meeting

In order to spread the word further, we are planning to start another couple groups in September in other parts of the region.

Advantages:

- U shorter travel
 - U more time to share with fewer people per group
 - U education opportunities to bring everyone together for 'cross pollination
- If you have any ideas, call one of the Team members from page 4

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

Lianne Read—Silver Valley Fibres
780-351-2091
sheepo@telusplanet.net

Kathy & Leo Meyer—Coveralls for Kids
780-774-2051

Tara Sallis—Birch Hills Bath Company
bhathco@telusplanet.net
780-694-2377

Gil & Darlene Hegel—Valta Bison
hegel@telus.net 780-356-3627

Jerry & Sam Kitt—First Nature Farms
jkitt@telusplanet.net 780-356-2239

Gail & Stan Briggs
Briggswod Country Preserves
briggswod@telusplanet.net
780-765-3180

Heather Porrill—Star Bright Farm
porrill@telusplanet.net
780-353-3050

Linda Prudholme-Warrior
Rosewood Meadows
warrior1@telusplanet.net
780-624-8227

Gerty Sorensen—Mini Creek Farms
gertys@telusplanet.net
780-568-3308

Annie Meyer—The Berry Basket
berrybas@telusplanet.net
780-567-2495

Julie Gour —Peace Country Baskets
peacecountrybaskets@telus.net
780-322-2270

Ann Toderian—Mama T's
toderian@telus.net 780-765-2292

Kevin Timanson—Marketing Consultant
timanson@telusplanet.net

Larry Groner—Label & Package Consultant:
780-766-2897

LAF Trivial Pursuit (© pending maybe by Heather Porrill)

Heather created a super game of Learn Agri-Value Trivial Pursuit as a wrap up to the June meeting of celebration. The prizes were phenomenal and ranged from jumping beans to false teeth. Thank you Heather!

Test your knowledge:

What does Mama "T" stand for?

What kind of sheep does Lianne Read have?

Name two requirements on the front of the label of a product?

Tell us your story in 30 seconds.

What animals does Gerty Sorensen raise?

Name the rural display at Klondike Days this year.

What is the name of the newspaper where the agri-food article runs?

Who is the best Network Development Team intern, ever?

How many Learn Agri-Food Network groups are there in the Peace? and When and where do they meet?

The saskatoon is a member of what

family?

What does CFIA stand for?

What is the title of the weekly newscolumn in the Peace Country Sun?

Go to page 4 for the answers — or the best we could create.



Heather received a certificate: "in recognition of valuable contributions to The Learn Agri Food Group, for finding a way to success her own way, giving credit to those who support her and for sharing the joy of her product and business with others."

For Peace Region agriculture entrepreneurs.

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

Jim Smith

The Innovation Network Fairview
1-866-835-5005

Elaine Stenbraaten

Alberta Agriculture, Food & Rural Development
Fairview

835-7531

Karen Goad

Alberta Agriculture, Food & Rural Development
Grande Prairie

538-5629

Martine Bolinger

Alberta Agriculture, Food & Rural Development
Grande Prairie

538-5633

Susan Meyer

Editor

Alberta Agriculture, Food & Rural Development

Grande Prairie

538-5630

Fax: 538-5288

susan.meyer@gov.ab.ca

Send submissions to Susan.

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

Bits & Pieces

Marketing ideas

Lianne Read, Silver Valley Fibres called to say she's been receiving calls about her photo of socks and feet in The Peace Country Sun. In the marketing and promotion vein, she's rented a shelf in the Alberta Sheep & Wool Commission office in Airdrie to show off her products.

For a nice looking web site and lots of marketing ideas, Elaine Stenbraaten recommends a visit to:

<http://www.purplehazelavender.com>

Bob Ballard says he's not totally happy with the new web site for Ballard Honey Products, you can take a look and tell him what you think:

<http://www.ballardhoney.com/contact.htm>

Other web sites of members include:

<http://www.telusplanet.net/public/suecaron/>

<http://www.telusplanet.net/public/berrybas/Berry%20Basket.htm>

<http://www.pctb.coop/home.htm>

<http://www.firstnaturefarms.ab.ca/>

<http://centralpeacedirectory.ca/MamaTsPreserves.html>

Note that Mama T's is simply a connection to a local web site on which her business and products receive promotion. It's easier than you think.



Marketing Learn Agri-Food

We've been invited to tell the Learn Agri-Food network story at the November **Farm Women's Conference** in Grande Prairie. Heather Porrill, Star Bright Farm and Tara Sallis, Birch Hills Bath Company will team up with Susan Meyer to blow our collective horn.

LAF Trivia answers (how many did you need?)

- U Toderian
- U merino
- U common name, net quantity,
- U who, what, personal, proud and
- U excited, you can buy....
- U sheep, chicken, turkey
- U Prairie Finds
- U Peace Country Sun
- U Martine Bolinger, did you put this
- U question in the game?
- U one now, in Rycroft, monthly at
- U 7:00 pm the second Tuesday, but
- U three groups are planned for
- U September
- U Rosaceae (like apples, pears, and
- U of course, roses)
- U Canadian Food Inspection Agency
- U Proudly Peace Full Products