



Learn Agri-Food Network

Issue 3.9
October to November
2005

LAF Meetings create ideas for buyers

Join us on November 15 for two hours with other business owners

Buyers come from everywhere. When we pulled together our notes from the September & October Learn Agri-Food Network meetings we find this list of buyers mentioned:

- 8 families
- 8 chefs, including white table restaurants, diners, delicatessen, caterers and personal chefs, canteens
- 8 special events, conventions, festivals
- 8 friends
- 8 farmers' market vendors who use your product to add value to their own
- 8 community suppers
- 8 tourist booths
- 8 supermarkets, local grocery stores, mini marts
- 8 bed and breakfasts, inns, hotels
- 8 gift shops, tourist stops
- 8 tourist information booths, art galleries
- 8 gift basket companies
- 8 ag tourism operations and recreational vehicle parks
- 8 craft shows

Find your niche and sell, sell, sell!

Join us for one of these Peace region Learn Agri-Food Network meetings

- Peace River
- Rycroft
- Grande Prairie

They usually run the second Tuesday evening each month from 7:00 to 9:00 p.m. Attend the location most convenient to you.

The Learn Agri-Food network supports agripreneurs in sharing information with peers to build **businesses of ag or rural based experiences, products and services.**



Tyla Klassen, (right) Manager of the Downtown Grande Prairie Farmers' Market will welcome the Learn Agri Food Network to the November 15 meeting. Here she is with Christa DeSchipper.

'Angel' Joyce Brown helps her sister at Gerty Sorensens's Mini Creek Farms booth at the Grande Prairie market.



Contents:

October Meetings	2
Managing Priorities	3
Opportunities from Demographics	3
Next Meetings	3
LAF Network Team	4
Events to Attend	4

We're on the web:

<http://www.peacecountrycanada.com>

Look for The Innovation Network and then Learn Agri-Food

News from October Learn Agri-Food Network Meetings

Rycroft

Christmas craft shows, sales and markets were on the minds of five entrepreneurs at the Rycroft Learn Agri Food meeting.

Tara Sallis, **Birch Hills Bath Company**, gave a product presentation complete with sample sizes of her new and improved soap. Tara asked each of us to try the soap at home. In return she is looking for feedback on her product. Come to the next meeting prepared to tell Tara how the soap worked for you.

Briggswood Country Preserves, Gail Briggs found yet another way to pass on her business wisdom and know how to others. She was a trainer for a one day session in Dawson Creek (at the e-growth small business series). She says sharing her story and teaching adults is very rewarding. Gail wants Gloria Cleve at Community Futures in Dawson Creek come to the Alberta side of the Peace country to facilitate an Olympic procurement workshop. Look for this event in the new year.

Barb Barrs, **Burnt River Clay** and Kathy Meyer, **Coveralls for Kids** are juggling business with family and farm life. Both look forward to good sales this Christmas season. In the long term Kathy wants a website for her product. She knows that her product is unique and would sell across the province and across the world.

Lianne Read, **Silver Valley Fibres** has many projects on the go (as always) and is working hard to get processors to meet her specs when dealing with her product. In addition she completed her master spinner course this summer.



Peace River

Daniel Prudholme, Rosewood Meadows Inc., brought samples of his fudge with two new flavors to try, chocolate mint and raspberry. The waitress serving us in our meeting room tried the raspberry and immediately bought 6 bars to take home!

Daniel is looking at packaging his fudge differently so that clients quickly recognize their product as the classiest treat for self indulgence and for gifting.

Grande Prairie

Country Roads RV hosted the Grande Prairie group. Sig Halwa, proprietor welcomed the group and did an informal presentation on the family business. Turning a farm into a busy tourist haven has evolved into going bigger and stretching to become a destination facility. There is a store, a renovated barn with a kitchen, for meetings and other events, lots of playground room and a variety of events for both tourists and locals.

Their first corn maze presented challenges, but the people came. A fire walker provided another exciting evening.

Conversation by the LAF participants included updates and the need for information on:

- 8 how to register a business, a name, a logo, and
- 8 the need for key messages, often around price comparisons at the market to ensure the conversation with a customer gets to quality, local, relationship,

We toured Country Roads store and discovered great opportunity for LAF members BUT.... how does a small company do distribution, care for the client and ensure good after sales display and storage?



Harmony's Way Farm soup to gift or make at home.

Mark your Calendars
Here are the Tuesday **dates for Learn Agri-Food Network meetings**. Please tell others who benefit them and us by their presence.

November 15, 2005
December 13, 2005
January 10, 2006
February 14, 2006
March 14, 2006
April 11, 2006
May 9, 2006
June 13, 2006

Managing Priorities for Balance in your life

The Rycroft Learn Agri-Food group have been discussing how to balance their work and home lives while making even more profit from their businesses. I attended a course called Priority Management and thought I could bring some ideas back to the group.

Expect to see a binder under my arm with your phone number

and easily found other information in it . Quick tips until we do some formal training:

- 8 don't try separating business from home when planning how to use your time,
- 8 we can't manage time. We only manage our actions—and that's a choice.

Susan Meyer

True planners don't care where they are today. They decide where they are headed and then move backwards in planning to today, to decide HOW to get there.

I will become the slave of good habits. Will Rogers

Demographics—A Big Word for “What’s the Next Opportunity?”

A vibrant talk by David Foot in Grande Prairie produced ideas for the food industry. Knowing demographic trends might help us position products for best sales. **Boom, Bust & Echo** is his book.

<p>Baby boomers are the folks born between 1947-1966. In 2005 boomers ages range from 39 - 58. 10 million people or approximately 1/3 of Canada's population falls into this category.</p>	<p>These people are at the peak of their careers, have money and want to enjoy life. Retirement and jobs in retirement are in the near future.</p> <p>These people have SUV's now, will be buying lots of RV's and then will move to package tours. They will build vacation homes and furnish them with art antiques and special things. They care about health and that will increase. Think well labeled foods to cope with aging.</p>
<p>Foot's Bust people (the small population in their age group,) born from 1967 to 1979, or so are now 26 to 38 years old.</p>	<p>Not the wealthy large population demographic, the Bust group isn't a big target according to David Foot.</p> <p><i>"I like cucumber—it doesn't like me," is the food conscious cry of the baby boomer.</i></p>
<p>The children of the boomers (the so-called echo) were born over the 1980s and early 1990s - are now starting to enter the labor force.</p>	<p>Over the next decade, Canada's priority should be to generate jobs for this young talent already living here. Moreover, their boomer parents are not about to retire en masse to make room for them. This group is young now, likes flash and electronics.</p>

Great opportunities for sharing ideas and information.

Learn Agri-Food Network Meetings

*Tuesday, November 15, 2005
7:00 to 9:00 p.m.*

This year we're offering three meeting locations. Share ideas, solve problems for one another and learn at a facilitated meeting. One of the LAF Network Team will be present at each meeting location. Choose one of:

Peace River — The Travellers Hotel
Rycroft—Alexanders Restaurant (if enough of us go for supper first, they don't charge rent—meet at 5:45 pm for supper)

Grande Prairie—At the Grande Prairie Farmers' Market at the corner of 101 street and 101 avenue. Please use the door on the west.

Quebec is the oldest province by average age. Alberta is the youngest province. NWT is even younger.

The Peace region is much younger than the Alberta average. <http://www.footwork.com/globe12.html>



For Peace Region agriculture entrepreneurs.

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

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The Learn Agri-Food Network Team helps agripreneurs build profitable businesses to grow their industries. Members look at business issues and apply them to the larger industry by supplying knowledge and information, reducing business development barriers and identifying resources.

We help reduce the tuition in the school of hard knocks.

Learn Agri-Food Events to Attend

you are welcome to any or all

<p>Tuesday, November 15 7:00 to 9:00 p.m. Peace River Rycroft Grande Prairie (see page 3)</p>	<p>Learn Agri-Food Meeting A chance to share information with peers to build businesses of ag or rural based experiences, products and services.</p> <ul style="list-style-type: none"> • Practice your 'key messages' while introducing yourself—tell us who you are. • Show off your written materials —get & give feedback. If they are in the planning stages, that's OK too.
<p>November 16 to 18 Edmonton</p>	<p>Alberta Horticulture Congress For further information, call (780) 998 7586, toll free in Alberta at 1-877-998-2782</p>
<p>December 8 & 9 Grande Prairie</p>	<p>Finding Agreement Constructive Collaboration for Communities A Workshop for Leaders in Business This is the course for negotiating agreement so that a long term relationship is built. Call Susan Meyer for more information—or talk to Gerty Sorensen for a testimonial—she's taken the course.</p>
<p>Tuesday, December 13 7:00 to 9:00 p.m.</p>	<p>Learn Agri-Food Meeting Our last meeting before Christmas. A time to share joy.</p>
<p>Texas January 9—14, 2006 (Coming to Alberta in 2007)</p>	<p>North American Farm Direct Marketing Association Conference http://www.nafdma.com/Texas/ If selling direct to the consumer is your bag, this is the BIG one. If it seems like the right thing for you, call one of us about a scholarship to help pay your way. Talk to Gil or Darlene Hegel to hear what they thought of the 2005 conference.</p>
<p>This will be after Christmas. Go to the web site to get ready.</p>	<p>2010 Winter Olympics Opportunities A workshop to explain how to become a supplier to the Olympics (and advance functions). Watch for details. http://www.2010commercecentre.com/</p>
<p>January 23 & 24 Nisku</p>	<p>Alberta Farmers' Market Association Annual Meeting & Conference Two days to schmooze with vendors, managers and supporters from across the province.</p>