



Learn Agri-Food Network

November Meetings—Rycroft

The Rycroft group has started working together in a variety of ways.

Tara & Heather were getting ready to speak at Farm Womens Conference. (They did a terrific job of telling the story of the Network and the businesses—yours and theirs. Editor)

Both Heather & Barb brought lots of marketing material to critique.

Kathy & Tara sold Gail's product at the Hines Creek Craft sale for her since she couldn't make it. That's cooperation. 'Paying it forward', Gail has done so much for the industry it gratifies us that others can do a bit for

her. The conversation about health and balance in business and home life is important.

Barb Barrs , Burnt River Clay, talked of her plans for an open house at her studio on Saturday, December 3 (2-8 pm) & Sunday, December 4 (1-4 pm).

Barb invited Elaine Stenbraaten for a visit, which led to a super article in the Peace Country Sun. There are many reasons for attending a Learn Agri-Food Meeting.

Thanks for the notes, Elaine.

Issue 3.11
November to December
2005

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

- Peace River
- Rycroft
- Grande Prairie

They 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.**

In celebration of the coming Christmas season, here is a Raku angel from Burnt River Clay.



Barb Barrs welcomed Elaine Stenbraaten to her shop. That turned into a super newscolumn in the Peace Country Sun.

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We're on the web:
<http://www.peacecountrycanada.com>
Look for The Innovation Network and then Learn Agri-Food

The November Grande Prairie Meeting

Imagine having the CEO of a marketing consortium, managing partners from four businesses and a communications specialist tell the stories of their work, products and marketing strategies. Imagine being one of the business partners able to roll your thoughts by this group of idea people. That's what a Learn Agri-Food Network meeting is like.

The Grande Prairie Farmers' Market and Tyla Klassen, Manager, hosted the November meeting. What did they discuss this time – and are willing to share with others in the network: Tyla reported the market is paying for each local radio station to broadcast live for one of the two day Christmas markets. They booked the Crystal Centre last spring for December 15th to 17th and also made the decision to close the market headquarters that weekend to end the confusion.

Vendors will be able pay \$75/year to link with all their business information from of the Farmers Market web site. <http://www.gpfarmersmarket.com/>

Jerry Kitt, First Nature Farms, says it makes him tired at the thought of how many times you have to say the same thing over and over again to get through to people. The group shared many funny stories about working with the public and the strange questions that get asked at Farmers Market. Martine shared a story from Neil MacAlpine about telling adults things seven times to outline the whole idea of 'coaching'. Those who sell to customers face similar challenges. Customer confusion in the farm direct marketing arena and solutions were discussed. The meat producers' issues are around labeling when product is made under contract at local butcher shops. When the name of the 'processor' goes on the label of the producer's meat, the customer becomes confused. The group created a number of ideas all of which need to be put through the tests of legal and good selling hoops. A great looking (what will stick to already frozen plastic?) label that says: grown with pride, tracked from grass to your table by **Our Peace Best Farms** and processed by: (with the processors label including weights and dates.)

Gereon & Petra Hoentgesberg, the bee keepers in the crowd are just starting out and met with success selling at the Valleyview market. They said this market might be small, but people come to buy. The vegetables from the Hutterite colony are the big attraction to this market. They are thinking of ways and ideas of how to direct market and value add. Their honey is unique: it's unpasteurized and they don't use antibiotics. They had a very good crop of dandelion honey this season.

The group walked around the market to look specifically at the back area where they have the concession. The plan was to eliminate the existing lunch counter, get a bunch more power (electrical outlets) and have vendors who are interested selling hot food samples in addition to their regular products. It was very exciting to see planning in action!

Alberta Agri-preneur, a newsletter from Alberta Agriculture for direct marketers got glowing compliments from Jerry Kitt seconded by Kings and Gerty. They liked the printed copy; these folks don't have the time or inclination to read email. Advice to the Learn Agri-Food Network Team included ideas for training and information in these areas:

- 8 setting up booths so they are appealing
- 8 training on displays
- 8 help to promote stuff to the right people
- 8 where to advertise
- 8 actual workshop on making brochures.

There was also discussion on how to attract labour to your farm. We think Jerry could teach this course. He shared different ways he has had people come to work for him and how they set boundaries between their family and workers.

Thanks to Martine for the meeting notes.



The bison producers sent regrets for not attending. They were pretty busy in early November with their Gala. Partnering the Peace Region Emergency Medical Systems people produced a win/win situation for both groups.



Push the 'Pause Button' on Your Life

Elaine Stenbraaten shared a web page on this topic. Cindy Cuthbert said Gordon College addressed this very thing as keynote speaker at Farm Womens' Conference. We know the importance of "hitting the pause button" addressed this very thing.

Reflection:

Where are you hanging out these days? Are you in the zone? And if so, which zone would that be? Dr. Catherine McCarthy suggests there are four of them.

The Burnout Zone is a place of low, negative energy characterized by exhaustion, burn-

out, defeat, hopelessness, and sadness.

The Survival Zone is a place of high, negative energy filled with anger, frustration, tension, fear and anxiety.

The Recovery Zone is a place of low, positive energy described as carefree, peaceful, relieved, mellow, and unfocused.

The Performance Zone is a place of high, positive energy brimming with challenge, confidence, focus and passion.

It's pretty easy to tell where we might find a healthier, more satisfying, more productive

experience. That would be on the positive side of the equation - splitting our time between performance and recovery.

Action:

How do we spend more time in the Performance and Recovery Zones? By taking personal responsibility for our responses to life's events. By balancing our ongoing press for performance with regular pauses for renewal. By building in strong renewing rituals that become an automatic part of our everyday lives.

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

"The key to making change that lasts is building positive rituals - highly specific behaviors that become automatic over time." - Tony Schwartz



Great opportunities for sharing ideas and information.

Learn Agri-Food Network Meetings

*Tuesday, December 13, 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 — Northern Sunrise County office

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 Provincial Building. Park on 103 Avenue north of the building. We will be in the meeting room in the agriculture office at the west end of the building (where there is a door).



Acronyms:

IP—Intellectual Property

TIN—The Innovation Network

CRI—Centre for Research and Innovation

and although there are some people who like to shorten it to:

LAF—we still call it the Learn Agri-Food Network.

Mark your Calendars

Here are the Tuesday dates for Learn Agri-Food Network meetings. Please tell others who might benefit by their presence.

December 13, 2005

January 10, 2006

February 14, 2006

March 14, 2006

April 11, 2006

May 9, 2006

June 13, 2006



Jim Smith reports that The Innovation Network is working on two special projects:

- 8 a Centre for Research & Innovation in partnership with Grande Prairie Regional College
- 8 a workshop and counseling for businesses needing assistance in Intellectual Property

If you need help or advice in building a new idea—phone Jim Smith and let him hear your thoughts. He's on the back page with the rest of our Learn Agri-Food Network Team.



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

Gary Christopherson

Consultant
Grimsshaw
338-2000

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.

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>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</p>	<p>Learn Agri-Food Meeting Our last meeting before Christmas. A time to share joy.</p>
<p>January 9—14, 2006 (Coming to Alberta in 2007) Texas</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>Best Western Cedar Park Inn, Edmonton January 11, 2006</p>	<p>Basics of Direct Marketing Berries This workshop will cover topics: location, layout of fields, direct market crop choices, direct market sales options, parking, supervision, customer training, signage, pricing silent salesman. Contact: 1-800-661-2642 for information/registration costs.</p>
<p>Tuesday, January 10 7:00 to 9:00 p.m.</p>	<p>Learn Agri-Food Meeting What’s your goal for 2006—in your business and in your life? Share ideas, learn from others.</p>
<p>Tuesday, January 17, 2006 Dawson Creek \$21.10 Phone 538-5208</p>	<p>2010 Winter Olympics Opportunities Workshop We’ll travel to Dawson Creek for a three hour workshop and enjoy lunch together. See the inserted list of events for more. http://www.2010commercecentre.com/</p>
<p>January 23 & 24 Nisku 1-780-644-5377</p>	<p>Alberta Farmers’ Market Association Annual Meeting & Conference Two days to schmooze with vendors, managers and supporters from across the province.</p>
<p>Tuesday, February 14 7:00 to 9:00 p.m.</p>	<p>Learn Agri-Food Meeting Bring the “love of your life” and let’s talk about balance between home and business.</p>
<p>Early February</p>	<p>Building Relationships with Media Hear Peace County Sun editor, Kathryn Engel and Call of the Land host, Jack Howell speak about their businesses and how to help them.</p>