



Learn Agri-Food Network

September to October
2006

Supporting agripreneurs in sharing information with peers to build businesses of ag or rural based experiences, products and services.

Learn Agri-Food Changes

The Grande Prairie group has found a different place and time for their meetings. "After the September Grande Prairie meeting (see Cindy's great notes on page 2), we decided to find a less formal room that is easy to get in to, compared to the Provincial Building at night," says Gerty Sorensen. People in the group chatted with others and Gerty has offered her dining room for the October 13 meeting. Congratulations guys!

The power of a group of people making decisions together.

Learn Agri-Food Network Meetings

Once a month for two hours, entrepreneurs learn about business from one another. These are some of the things we've heard participants say:

- I've met partners for doing trade shows and other promotions,
- The subjects seem to revolve around exactly what I need to discuss.
- Information from the workshops someone attends get shared. It's great.
- Because I had to introduce my business to others at the meeting, I have the words ready when I chat with buyers or suppliers—and even neighbours.

Learn Agri-Food Network Connects

Correspondence from Network participants:

E-mail from Rachel Kemp in early September

This summer we got new labels for our honey and a sign for our gate. I look forward to the next Agri-Food Networking meeting, would you like to try it out at Triangle for two more times? Please let me know.



It's a 'go' in Triangle. Another Triangle neighbour called and loves the idea. Susan

Learn from others at the next Learn Agri-Food Network meeting:
Tuesday, October 13

Grande Prairie 1:00 to 3:00 p.m. at Gerty Sorensen's house. West of Bezanson, head north toward Teepee Creek on highway 733. Go east on Range Road 734. Drive 2 1/4 miles and look for the red buildings in the farm yard on the left (north.) If you need help, call 568-3308.

Rycroft 7:00 to 9:00 p.m. Susan Meyer will be joining the group at Alexander's Restaurant. She'll be there for supper at 5:45 if you'd like to share food.

Triangle The group is still deciding on a time, so call Susan Meyer at 780-538-5630 for up to date information. Use 310-0000 for toll free access.

Then Rachel wrote: I'm amazed at the generosity of individuals, who have assisted us in marketing our products. We've acquired markets in various locations throughout Alberta, Red Tractor Family Farm Meats Store in Stony Plain, Centre 2000 in Grande Prairie, Boreal Centre for Bird Conservation in Slave Lake and The Attic Effects in High Prairie. We also have a website, www.kemphoney.com, to allow customers to contact us and view our products. I'm continuing to market are products and find retailers to carry our products.



I believe our honey is also at the 'Country Road RV Park', Illen who operates the gift shop at Centre 2000 has mentioned that her friend Jason took our honey to sell at his RV park. I will gladly bring along our labels to the next meeting. I look forward to the next meeting, and have a great long weekend! See you soon.

Rachel Kemp

And, Rachel did. Please see page two about the September meetings.

...continued on page 2



Continued from page 1

Learn Agri-Food Network Meetings in September

Grande Prairie: Gerty Sorensen (host of the next meeting) reported on the value of the Bezanson Alberta Approved Farmers' Market. One customer drives from Clairmont just for Mini Creek chicken. She says the Thursday markets catch people needing food before weekends and the Memorial Hall has been good except for the need for better access and road signage. Next meeting, she'll report on a holiday to the east coast. A great idea for this region might be related to the Country Sunshine Promenade and sales opportunities.



Betty Claydon, Debbie Morawski & Rachel Kemp

Conversation included discussion on web sites for markets and businesses.

Jim Smith, The Innovation Network, was ready to submit a funding proposal to develop innovation officer positions in different locations throughout the Peace. These people will work with Jim to assist companies and individuals use the innovation process. They plan to hold events 3 or 4 times a year to bring people together in the community to discuss opportunities and challenges, similar to what the Learn Agri-Food Network does. People who meet to share what they've learned and what's become a problem can then brainstorm for ways to solve some of these problems. Jim said The Innovation Network connects with the department of Innovation & Science, colleges, businesses and a variety of professionals in the process. Patents and other legal issues are an obvious topic of interest.

Cindy Cuthbert – who took the great notes, will touch

base with Olds College and Bert Denning about the a mobile processing plan and Alberta Economic Developments program.

Triangle

Debbie Morawski, Betty Claydon & Rachel & Ryan Kemp were all there, along with Elaine Stenbraaten who sent in the report and photos. Thanks Elaine.

Lots of sharing about packaging—the Kemps brought their packaging and new labels to kick start conversation. The group would like training on labeling—both regulations and how to's...

Selling was a hot topic. It included conversation on “asking for the sale,” distribution, pricing, how to set a wholesale price. As if that weren't enough, Elaine reports that they touched on questions around exit strategies such as knowing when to sell the business.

Rycroft

Heather Porrill, Tara Sallis Gail Briggs enjoyed meeting as entrepreneurs and as the Peace Value Added Food & Ag Association.

Heather has purchased software for creating nutrition label information for her product. Gail says she'll be buying it as well because, although it's meant mostly for baking, it will show her how to format and even do

research.

Tara has been attending the Dawson Creek market with her Birch Hills Bath Co. product. She's building her list of clients. Labeling is less of an issue for her since. Tara needs to report ingredients but the amounts per serving of hand washing, for instance, isn't necessary.

Thanks, Gail, for the report.

In September, Albertans could eat local and Alberta foods in select restaurants. If you'd like to see the directory of restaurants or of farmers whose products were available to them, please visit:

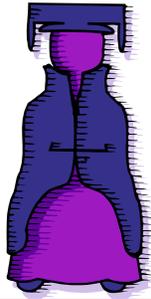
www.dinealberta.ca

If you'd like to supply to restaurants and be on the directory, just ask.



Act like a teenager and apply for a scholarship:

The first deadline for applications for this year's **Agripreneur Scholarship** is November 1. Application information and additional program deadlines are available from Marian Williams with the Farm Direct Marketing Initiative. Call (780) 679-5168 (toll free at 310-0000) or email marian.williams@gov.ab.ca.



Study at Home Too: Here are books in Elaine Stenbraaten's library:

Financing Your Business: Get a Grip on Minding the Money - By Angie Mohr, CA, CMA
2005 Self Counsel Press, Self Counsel business series
ISBN 1-55180-583-9
-raise capital for your small business
-measure risk and plan for profitability
-Start your new Business successfully or expand your existing business

Managing Business Growth: Get a grip on the Numbers that Count-By Angie Mohr, CA, CMA
2005 Self Counsel Press, Self Counsel business series
ISBN 1-55180-581-2
-Grow your small business profitably
-Test the effectiveness of your operations and marketing
-Maximize your return on investment

A new Magazine I've just seen a copy of Called Small Farm Canada, has an article on How to Sell to Restaurants. There is also an article on Growing flowers for the cutting garden/fresh market-profiles Hanna & Hanna Farm Market. (I visited them on our holidays in July) in Salmon Arm. Call me to see the magazine or ask your librarian.

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Eric Deschipper is keenly interested in Gil Hegel's conversation about both a scholarship and the chance to meet direct marketers and world class speakers in Calgary at Grow West. They were at the Dine Alberta launch at the Valhalla Mercantile in early September.



Grow West - North American Farmer's Direct Marketing Convention
February 12 - 17, 2007
Hyatt Regency in Calgary, Alberta

Contact: Kerry Engel

Phone: 310 0000 followed by 780-349-4466

Or: **North American Farm Direct Marketing Association:** 413-529-0386

First time held in Alberta, over 700 direct marketers from the USA & Canada are expected to attend. Karen Goad & Cindy Cuthbert are on the international planning group. Talk to them. We think that three van loads of Peace country entrepreneurs should attend.



For Peace Region agriculture entrepreneurs.

Learn Agri-Food

Network Team includes Tyla Klassen, 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,
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Susan Meyer

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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

RENEWAL.
the way to
grow

Learn Agri-Food Events to Attend

Tuesday, October 10 Check times at the right	Learn Agri-Food Meeting Rycroft (7:00 to 9:00 pm) Alexanders Restaurant—Susan Meyer will be there for supper in the restaurant at 5:45 p.m. if you'd like to join her. Grande Prairie — Albert and Gerty Sorensens' farm 568-3308 if you get lost. Triangle —call Susan Meyer at 780-538-5630 for up to date information. Use 310-0000 for toll free access.
Nov. 6 11:00-2:30 Rycroft	Alberta Farmers' Market Association Regional Information Session (One of five sessions in the province.) You survived the busy summer, now come celebrate, network and listen to experts from local Colleges, Businesses, Alberta Agriculture, Food Industries, Entrepreneurs & more...Gain valuable information that will help grow your business. Contact Melisa Zapisocky, AFMA Program Coordinator at (780) 427-6403 (310-0000 for toll free access) or melisa.zapisocky@gov.ab.ca \$20 AFMA & AFPPA, \$25 non-members
Tuesday, November 14	Learn Agri-Food Meeting Call Susan Meyer or Elaine Stenbraaten (look left for numbers) for more information. Use 310-0000 for toll free access.
Nov. 16 & 17 Grande Prairie Inn	29th Annual Farm Women's Conference Always a chance for rejuvenation, making new friends and learning. Get a registration form soon and reserve a space for yourself. Share a hotel room with a friend or even your mother or daughter in-law. It's a great <i>'here's your Christmas present'</i> . Contacts or for more information: Cindy Trudel – 780-359-2107 Melinda Trudel – 780-494-2627 Cindy Cuthbert – 780-538-5287 (call toll free with 310-0000)
Jan. 24-25, 2007 Royal Executive Inn Nisku AB	AFMA Conference and Annual General Meeting – A great opportunity to talk to managers and vendors from across Alberta and western Canada. Interesting speakers will motivate you to have the best market year yet! Join the Alberta Farmers Market Association. Contact the AFMA office at (780) 644 5377
February 12-17, 2007	North American Farm Direct Marketing Association (NAFDMA) - see page 3 for more. www.nafdma.com/Alberta/ It only happens once! Alberta will be hosting the North American Farmers' Direct Annual meeting, conference and tour. This one week event brings together approximately 800 marketers from across Canada, USA, and the United Kingdom to take part in discussions, networking and sessions that will stimulate your business and allow you to harvest the world for new idea.

We're on the web:
www.peacecountrycanada.com