



# Learn Agri-Food Network

February March  
2007

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

## Learn Agri-Food Notes:

We love getting mail and although Petra wrote this last year, it seems appropriate to share it as we promote a 'web presence' workshop we're calling **Web It Up!**

*Hi Susan,*

*Surfing the net once again for all sorts of things, I found this page, which I find extremely wonderful <http://www.cyberfibermall.com/>*

*I am often thinking about how our own webpage could be and - above all - how it could be made visible for people searching for regional products. could we not have a cyber farmers market or something like that. Also, check this site out at different times of the day - the sun goes down and the moon up and the streetlights come on!*

*I just wanted to share this find - have a nice day!*

*Petra Hoentgesberg*

Learn from others at the next  
**Learn Agri-Food Network meeting:  
Tuesday, March 13, 2007**

The Tuesday, March 13, Learn Agri-Food Network meeting will be a regional gathering in Grande Prairie at Centre 2000 from 3:00 to 5:00 p.m. Some of us will surely go for supper afterward to share more ideas and conversation.

## Farmers' Markets in the Peace

Peace region Alberta approved farmers' markets are gearing up for spring. A training session for managers is slated for March 19, 2007. Contact Melisa Zapisocky at (780)427-6403.



We think there should be a manager's appreciation day. It might rank up there with grandparent's day in that managers of markets care for vendors, spoil them and protect them. Managers are the unsung heroes whose jobs include dealing with government, customers (especially the not so

happy ones) and vendors who are too busy in their own businesses to respond to the needs of ALL the other citizens.

## Web it Up!

**Tuesday, March 13, 2007 10:00 - 2:30 pm**

**Grande Prairie**

Register by March 5.

Lunch is provided but attendance is limited

For more information or to register:

Call Sherry at 780-538-6208

(toll free dial 310-0000 first)

- Investigate the internet as a tool for your business to connect with customers.
- Identify electronic tools to teach customers about your products.
- Discover the benefits of electronic communication (e-newsletters, e-mail, etc.) to your business.
- Recognize reputable sites.
- Understand internet scams.



A creative vendor at the Calgary market at Curry Barracks—Cow Balloon Hat

**Support your market** - if you are in the Grande Prairie area (or would like a great country style night out close to the city) buy a couple tickets to the **Grande Prairie Downtown Farmers' Market Spring Fling**. Take a hot date and enjoy a fourteen course meal and dancing. It's slated for Saturday, April 14. Pick up tickets from most vendors at the market or call Laurie Helms, Market Manager, (780) 814-8224.

P.S. Arnie said "yes" to Susan Meyer, but she'll dance with anyone? So go and enjoy.



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Rosewood Meadow's, Dan Prudholme, won the free nutrition analysis that we will use for the case study at the March 20 workshop. If you need background on how to create and use nutritional information on your food product labels sign up today.



## Nutrition Labelling Workshop

- Learn nutrition labeling requirements and exemptions.
- Discover resources to help you build proper nutrition labels.
- Review current labeling regulations. Bring a sample of your product label and labeling questions.
- Start a plan for building your nutrition label.

### Register before March 9

Tuesday, March 20, 2007  
10:00 - 2:30 pm  
Grande Prairie

**\$30.00 per participant** includes lunch (make your cheque payable to the Peace Ag Value Added Food & Ag Association)

For more information or to register call Sherry at 780-538-6208 (toll free dial 310-0000)

## Ag Tourism Clusters

Co-opetition is a phrase used to describe individual businesses working together to 'grow the pie' rather than fighting over ever smaller pieces. We're looking at two meetings in the Peace to let agri-tourism interested folk, meet one another and look into ideas for promotion tools and/or events to do just that.

A meeting in Peace River to play with the idea of clusters in the Peace region included tourism agencies and helpers. Carmen Andrew and Elaine Stenbraaten spear headed the meeting which included information exchange on what is already planned in the Peace.

### Ag Tourism Cluster Meetings:

The south and west part of the Peace will have a meeting to discuss opportunities for promotion or events. Barb Barrs is pulling it together and Carmen Andrew, Alberta Agriculture and Food will facilitate it in Grande Prairie on Wednesday, March 28. Carmen can tell us how clusters in other parts of the province are helping individual ag tourism businesses grow. Barb says Emilia Brown with Grande Prairie tourism thinks this is a terrific idea. Call Barb at (780)774-2184 for more information.

In the Peace River, Falher and surrounding areas, the conversation will probably centre around capitalizing on last year's successful Country Sunshine Promenade. Why reinvent the wheel? There was so much wonderful publicity for the project and supporting businesses and communities, a large part of the most expensive awareness part of promotion has been done. Call Julie Gour at (780)625-1854 for more details on the Thursday, March 29 meeting in Peace River.



*Peace River Ag Tourism Meeting. Daniel Prudholme and Linda Prudholme-Warrior*



Peace region tourist booths are popular with other provinces trying to sell their spots. Evidently the Valleyview tourist information booth receives boxes of materials from places as far afield as Quebec, hoping they will display it. They know in eastern Canada that the highways to Yellowknife and Alaska have lots of traffic. Is this another case of having a jewel we don't appreciate close to home? What could you do to capitalize on tourists?



Lisa Sharp and Darlene Hegel in Grow West Session.

### Grow West - North American Farmers' Direct Marketing Convention

The Grow West tours and conference were considered to be a big success by Peace region participants. There were 18 Peace region producers and 3 Alberta Agriculture and Food staff that attended Grow West. Ask Eldine Kjemhus to show you her binder.



Sue and Larry King at Grow West.

### Rhodiola rosea? What's that?

Chatelaine magazine says it's a useful aid to vitality.

Rhodiola growers in Alberta want to meet each other and do a bit of sharing around projects, promotion and maybe even marketing. If you are a grower (or know someone) the volunteer Peace region contact is Louise Alm. Give her a call at 780-624-8732.



Fairview Rhodiola grower, Dave Schmidt

### A NEW KID ON THE INVESTMENT BLOCK

There's a new kid on the block in Alberta's investment community. It's called **AVNet**, short for Agri Value-Added Investor Network. And, it wants to make some new friends.

If you are an investor looking for a deal or an agrivalue entrepreneur or company looking for investment, AVNet will be a good fit for you. AVNet's goal is to present a steady stream of agrivalue deals to a network of investors wanting to grow their money in this hot industry sector.

Alberta's agriculture industry has been producing value-added products for a long time. They are mostly known by other names, like cosmetics and biofuels or breakfast, lunch and supper. Sometimes we call them fast foods, vitamins and even construction materials.

For investors, AVNet takes the legwork out of finding deals. AVNet's efforts can be a big help to your bottom line. If you are seeking investment, it is in your best interest to have your project proposal presented to a large group of investors at the same time. AVNet makes this happen! Helping—that's what friends are for.

Visit [www.avnetonline.ca](http://www.avnetonline.ca) or call **Corey Keith, President** at **403-225-4129** to get acquainted with all the AVNet has to offer.



For Peace Region agricultural entrepreneurs.

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

**Jim Smith**

The Innovation Network  
1-866-835-5005

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**Send submissions to Susan.**

For toll free calling of all government 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

**Tuesday,  
March 13  
10 am—2:30 pm**

### **Web It Up! Internet Promotion and Selling - What's Involved?**

Chester Groner will discuss how the internet can help build your customer base. He's keen on using marketing tools to complement one another – more bang, less bucks. Please call Sherry at 780-538-6208 (toll free dial 310-0000 first) before March 5 for more information or to register.

**Tuesday,  
March 13  
Noon**

### **Peace Value Added Food & Ag Association Annual Meeting**

At lunch during the Web It Up workshop on March 13. Call Gail Briggs at 780-765-3170 for more information.

**Tuesday,  
March 13  
3:00 to 5:00 p.m.  
Grande Prairie  
Centre 2000  
(east off the by-pass north of the college)**

### **Learn Agri-Food Meeting**

This Learn Agri-Food Network meeting will be a regional gathering in Grande Prairie. Some of us will surely go for supper afterward to share more ideas and conversation. Call Susan Meyer (780-538-5630) or Elaine Stenbraaten (780-835-7531) for more information. Use the RITE line (310-0000) for free access

**Tuesday,  
March 20  
10 am-2:30 pm**

### **Nutrition Labelling Workshop**

Regulations are changing and will require nutrition information on labels. Learn the nutrition labelling requirements for your products. Registration is \$30 and includes an information package and lunch. Please call Sherry at 780-538-6208 (toll free dial 310-0000 first) before March 9 for more information or to register.

**Tuesday,  
March 27  
9:00 to 3:00  
Grande Prairie**



### **Linking Producers with Chefs**

Dine Alberta is the September celebration in select Alberta restaurants of local ingredients. Learn how a restaurant kitchen operates and what the buyers need in order to use your products. You'll see the chef in action, peek into his working space and with three restaurant managers about why they are involved with Dine Alberta. In addition you'll hear about food safety as it relates to food service products. Call 780-538-6208 to reserve your spot today.

Browse the Dine Alberta website at: <http://www.dinealberta.ca>

**Wednesday  
March 28  
Grande Prairie  
Thursday  
March 29  
Peace River**

### **Building an Ag Tourism Cluster—meetings to cooperate**

For Grande Prairie, call Barb Barrs at (780) 774-2184 [rainbowb@telusplanet.net](mailto:rainbowb@telusplanet.net)  
For Peace River contact Julie Gour at (780) 625-1854 [juliegour@wispernet.ca](mailto:juliegour@wispernet.ca)

*We're on the web:*

[www.peacecountrycanada.com](http://www.peacecountrycanada.com)

Look for The Innovation Network and then Learn Agri-Food