

# AGRI-PRENEUR SCHOLARSHIP

*"Supporting leadership development and mentorship training"*

## Program Guidelines July 2008 – March 2009

Alberta Agriculture and Rural Development (ARD) supports continuous learning and innovative educational opportunities for Alberta agripreneurs. They will sponsor experienced agripreneurs to attend educational out-of-province, national and international conferences, tours or workshops. This year the scholarship program supports leadership skill development and mentorship training of industry association administrators and board members to promote the growth and sustainability of our industry associations. A secondary program focus is on self directed learning tours and new entrants. **A maximum of two scholarships may be provided to new entrant applicants to attend appropriate provincial events.**

Appropriate learning events will offer new business and marketing ideas as well as the opportunity to network with other farm direct marketers, ag tourism operators, farmers' market managers and association administrators and board members. It's up to you to research learning events that will help you build critical industry networks, increase your knowledge and skills or add a new profit centre.

Examples include:

- ❑ **Self directed learning tour** outside of Alberta designed by the applicant. Complete an itinerary (using the example on Appendix A as a guide)
- ❑ **Organized tours.** e.g. the Ontario Farm Fresh Marketing Association November Bus Tour [www.ontariofarmfresh.com](http://www.ontariofarmfresh.com)
- ❑ **Sponsored events.** e.g. Canadian Farm Business Management Centre [www.farmcentre.com/english/learningcentre.htm](http://www.farmcentre.com/english/learningcentre.htm)
- ❑ **International industry conventions** such as the North American Farmers' Direct Marketing Association <http://www.nafdma.com>. The 2009 convention will be held in Savannah, Georgia February 1-7.
- ❑ **Industry association conferences** outside of Alberta.
- ❑ **Culinary and ag tourism events** outside of Alberta.

### WHO IS ELIGIBLE?

Alberta agripreneurs who (at least one of the following):

1. presently own and operate a farm direct marketing or ag tourism business
2. manage or sponsor an Alberta Approved Farmers' Market
3. are staff or board members of farm direct or ag tourism industry associations
4. are new entrants to farm direct marketing or ag tourism.

Applicants must:

1. be committed to lifelong learning
2. have enthusiasm for farm direct marketing or ag tourism industries
3. want to share their learnings with others in the Alberta industry
4. agree to be **ambassadors** for the farm direct marketing or ag tourism industries.

Preference will be given to new Agri-preneur Scholarship applicants. Each applicant is eligible to receive a maximum of one scholarship within a 12-month period. Applicants can receive a life-time maximum of one scholarship to attend any one learning event. A maximum of one scholarship will be awarded per farm unit to a specific event within a 12-month period. The lifetime maximum number of scholarships each farm unit is eligible to receive is 3. Lifetime maximum recipients will be asked to be program advisors and requested to provide suggestions to improve the program.

Learning events must be concluded and expenses submitted by March 31, 2009.

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## WHAT IS INCLUDED?

The scholarship will pay appropriate conference, tour and/or workshop costs and travel expenses to a maximum of \$1000. Appropriateness of expenses will be determined as defined in the projected expense worksheet attached to the application.

## WHAT ARE YOUR RESPONSIBILITIES?

Successful applicants agree to be **ambassadors** for the farm direct marketing or ag tourism industries and help grow their industry in Alberta. Scholarship recipients may be asked to:

1. write a report or provide a verbal summary of key learnings to Alberta Agriculture & Rural Development (ARD) within 6 weeks of attending the event
2. share ideas, learnings and experiences with ARD staff and media for one year
3. meet with your regional network or report on key learnings at industry association meetings
4. participate in a final interview 12 – 18 months after the event to evaluate the impact to your business
5. take a camera and provide pictures for presentations to the Alberta industry

Specific deliverables will be negotiated with each scholarship recipient.

## HOW DO YOU APPLY?

Application is attached. Answer each question completely. If you are applying for a self directed study tour please complete an itinerary. Use the example provided as a guide. To receive a scholarship, your application must be approved prior to attending your learning event.

<b>Application Deadlines:</b>	<b>Applicant Notified By:</b>
August 8, 2008	September 5, 2008
September 19, 2008	October 17, 2008
October 31, 2008	November 28, 2008
December 12, 2008	January 9, 2009
January 30, 2009	February 27, 2009

## WHAT IS THE SELECTION PROCESS?

Complete the application, itinerary (if applying for a self directed tour) and projected expense worksheet thoroughly. Include anticipated benefits to your operation, market or association and the Alberta farm direct or ag tourism industries. Decisions will be based solely on the information provided. A selection committee will determine the successful candidates and the appropriate scholarship amounts.

## DEFINITIONS

**Self Directed Learning Tour** - Design a tour of farm direct or ag tourism operations or farmers' markets outside of Alberta.

Learn directly from industry operators or market managers. Complete an itinerary using the example provided as a guide.

**Farm Direct Marketing** - Producers sell their products and services directly to consumers. Farm direct marketers offer quality agri-food products through a variety of marketing channels such as farmers' markets, farm gate, u-pick, community shared agriculture and on-farm stores.

**Ag Tourism** - Consumers travel at least 80 km from home to visit an agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education or active involvement in the activities of the farm. This tourism experience combines rural settings with agricultural attractions, events or services.

**New Entrant** - Producers selling agricultural products and services direct to consumers for 3 years or less, establishing a new profit centre, or returning to the industry after an absence of 5 years or more.

**Ambassador or Advocate** - Be a spokesperson for your industry at events both within Alberta and outside the province.

Identify and promote opportunities to grow the Alberta industry. Identify and report hurdles to industry growth. Assess practices from other industries and communicate the opportunity to Alberta. Hone leadership skills.

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Answer questions 1 – 5 thoroughly and legibly which includes the projected expense worksheet. Use separate sheets as required. As well please include an itinerary (see sample itinerary tour on Appendix A) if you are applying for the self directed learning tour. Decisions will be based solely on the information provided. A selection committee will determine the successful candidates and the appropriate scholarship amounts.

## 2008/2009 Application Form

<b>Name:</b>	
<b>Farm / Business Name:</b>	
<b>Mailing address:</b>	
<b>Phone number:</b>	
<b>Fax number:</b>	
<b>Web site:</b>	
<b>Email address:</b>	
<b>Signature:</b>	
<small>"The personal information on this form is collected under the authority of the <i>Freedom of Information and Protection of Privacy Act</i>. It will be used by Alberta Agriculture &amp; Rural Development to promote the Agri-preneur Scholarship Program. If you receive funding under this program the personal information you provide will be used to contact you to fulfill the terms of the scholarship. If you have questions about the collection or use of this personal information call (780) 679-5168."</small>	

1. Please complete **one** of the three (a, b or c) options below that best applies to your operation.

a) **I operate or am starting a farm direct marketing or ag-tourism business.** Yes  No

Describe your business making sure to thoroughly cover all these points:

- Type of business
- How long you've been in business
- Brief overview of your business and what makes your business unique
- Products or services offered and what makes them unique
- Size of operation and number of staff
- Marketing venues used
- Future plans and goals for your business
- Challenges, opportunities and business needs
- Potential benefit of your scholarship experience to the Alberta industry

→ Share examples of lifelong learning experiences you've had – course, conference, etc.

→ Include website address, brochures, photos, etc. that highlight your business.

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- b) **I manage or am a sponsor of an Alberta Approved Farmers’ Market.** Yes  No

Your role is:

Describe your farmers’ market making sure to cover the following points:

- History of your farmers’ market
- How long you have been manager or sponsor
- Size of market and number of staff
- What makes your market unique
- Goals and future plans
- Challenges, opportunities and market business needs
- Potential benefit of your scholarship experience to the Alberta farm direct industry

→Share examples of lifelong learning experiences you’ve had – course, conference, etc.

→Include website address, brochures, photos, etc. that highlight your market.

- c) **I am staff or a board member of a farm direct or ag tourism association.** Yes  No

Your role is:

Describe your association making sure to cover the following points:

- Goals and future plans
- Number of members
- The work you do for them
- The skills you bring to the association
- Challenges, opportunities and association development needs
- Potential benefit of your scholarship experience to the Alberta industry

→Share examples of lifelong learning experiences you’ve had – course, conference, etc.

→Include website address, brochures, photos, etc. that highlight your business.

## **2. What is the conference/tour/workshop that you would like to attend?**

Include event type, name, dates, location, brochure, and website address. Complete the projected expense worksheet. Attach a detailed itinerary and learning focus if self directed tour. (See attached sample appendix A).

## **3. Describe the added value this event offers to you in terms of increasing your knowledge or skills in marketing, business development, strategic planning, risk management, human resource management or financial management. What do you hope to gain from attending this learning event?**

a) For your business, farmers’ market or association?

b) For the Alberta industry?

c) Indicate how attending this event will impact how you achieve your goals for the future.

## **4. One of the goals of the Agri-Preneur Scholarship is to grow the farm direct marketing and ag tourism industries in Alberta. As a successful applicant and industry ambassador, you will be contributing to this goal by sharing the key learnings, opportunities and industry benefits with other agri-preneurs in Alberta. Check a minimum of three that you are comfortable doing:**

- presentation at industry event or conference. Specify possible events: \_\_\_\_\_
- mentoring or one-on-one consultations with other agri-preneurs
- media interviews
- interviews with ARD staff
- association newsletter articles
- ARD newsletter articles
- newspaper articles – local, regional, provincial
- other (please specify) \_\_\_\_\_

**5. Project Expense Worksheet MUST be completed and submitted with application. See next page.**

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## 5. Projected Expense Worksheet

Learning events must be concluded and expenses submitted by March 31, 2009.

Learning Event: \_\_\_\_\_

### Registration or Admission Fees

Workshop \_\_\_\_\_

Conference \_\_\_\_\_

Tour \_\_\_\_\_

Admission fee \_\_\_\_\_

**Total Fees** \_\_\_\_\_

### Travel & Subsistence Costs

Airfare \_\_\_\_\_

Gas for vehicle (50¢ per kilometer) \_\_\_\_\_

Parking \_\_\_\_\_

Taxi \_\_\_\_\_

Hotel \_\_\_\_\_ nights x \$\_\_\_\_\_ per night \_\_\_\_\_

Meals \_\_\_\_\_

**Total Travel & Subsistence Costs** \_\_\_\_\_

**Total Expenses** \_\_\_\_\_

Are you receiving financial assistance from any other funding agency?  
Examples of other funding sources include ag society, ag service board,  
Canadian Agricultural Skills Service (CASS), community futures, etc. Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, a) how much? \_\_\_\_\_ b) from where? \_\_\_\_\_

Please send completed application, itinerary for self directed learning tour and projected expense worksheet to:	<b>Application deadlines are:</b> August 8, 2008 September 19, 2008 October 31, 2008 December 12, 2008 January 30, 2009  Applications will be accepted on a continuing basis
<b>Lisa Sharp</b> Farm Direct Marketing Initiative <b>Alberta Agriculture and Rural Development</b> 5712 - 48 Avenue Camrose AB T4V 0K1 Phone: (780)679-5169 (toll free 310-0000) Fax: 780-679-5175 Email: <a href="mailto:lisa.sharp@gov.ab.ca">lisa.sharp@gov.ab.ca</a>	

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## APPENDIX A

*Use the following example to help you develop and describe your self-directed tour itinerary.*

### **SAMPLE Itinerary for Self Directed Learning Tour**

**Learning Focus:** We will consult with other agripreneurs with similar marketing goals and study their methods, site arrangements, program activities and ways of attracting and keeping customers. We anticipate that our exposure to other businesses will enhance our ability to establish a successful new farm direct marketing enterprise in Alberta. We hope to visit as many farm direct operations as we can in British Columbia between September 4 – 9. Below is a listing of our proposed visits.

**Dates:** September 4 - 9

**Business Name:** Apple Orchard Farm  
**Address:** 456 Granny Smith Way,  
Vernon BC  
**Phone Number:** 000-123-4567  
**Website:** [www.appleorchardfarm.ca](http://www.appleorchardfarm.ca)

**Business Name:** Peach Country Market  
**Address:** 12 Fuzzy Navel Road,  
Vernon BC  
**Phone Number:** 000-584-6572  
**Website:** [www.peachcountrymarket.ca](http://www.peachcountrymarket.ca)

**Business Name:** Okanagan Country Herbs  
**Address:** 859 Basil Leaf Drive,  
Kelowna BC  
**Phone Number:** 000-245-7643  
**Website:** [www.orchardcountryherbs.ca](http://www.orchardcountryherbs.ca)

**Business Name:** Sun-Dried Fruit Processing  
**Address:** 859 Fruit Leather Way,  
Kelowna BC  
**Phone Number:** 000-548-8715  
**Website:** [www.sundriedfruit.ca](http://www.sundriedfruit.ca)

**Business Name:** Grape Vine Orchard  
and Winery  
**Address:** 85 Bing Boulevard,  
Naramata BC  
**Phone Number:** 000-369-8475  
**Website:** [www.grapevineorchard.ca](http://www.grapevineorchard.ca)