



**Thinking of changing how you farm for the future?**

Share your plan by January 8, 2009 and you could win one of three Grand Prizes valued at \$10,000 each.



# Innovation has its rewards

If you've been thinking of moving your farm business in a new direction, this award program is for you.

Today, many producers are growing new crops, changing how they raise livestock, putting in new systems, marketing directly to consumers or creating new products. The idea is to boost revenue, connect more securely with markets and take the farm in promising new directions.

To encourage and celebrate this spirit of innovation and big ideas, the Best Practices Awards recognize producers planning to renew their farm operation through diversification, marketing, business strategy or new product development.

Winners are determined based on their application and business plan for an outstanding idea that will expand, add value or improve the sustainability of their existing farm business.

Submit your application by January 8, 2009, by 4:00 pm, and receive a free registration to the AgChoices 2009 Conference at the Capri Centre in Red Deer, Alberta on Wednesday, February 11, 2009.

***To encourage and celebrate the spirit of innovation and big ideas.***



**Do you have a new business plan?**

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**Do you have great ideas to put into play?**

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**Apply to the 2009 Best Practices Awards and you could win a \$10,000 prize package.**

# Prizes geared to farm entrepreneurs

You could be one of three winners of the 2009 Best Practices Awards, each receiving \$10,000 worth of essential business tools and services to fuel a new business idea. The following tools can be chosen to make your custom package up to a maximum value of \$10,000.

Even with the best idea or most innovative product, marketing it profitably takes a tremendous amount of strategy and effort. Since your farming operation is unique, so are the resources that you may need to take your enterprise to the next level. You may want to upgrade your computer and communications systems, or reach out to the marketplace with a consumer-friendly website. You may be looking for expert advice on the best ways to reach potential buyers, or communicate what makes your product special.

The 2009 Best Practices Awards prize package can be customized to suit your needs and your operation. If you are one of the Grand Prize winners, you can choose from among the prizes below, each with an estimated value that will be discussed at a later date to equal a total value of \$10,000.

**Technology package.** Choose a Mac or HP laptop (pre-loaded with software) plus printer, scanner, fax and accessories. TELUS Mobility credit: purchase a phone with the ability to handle all your new business needs and have service fees covered for one year. Receive funding toward agricultural software specific to your new venture needs.

**Website package.** Prize includes professional advice, web design and initial graphics and site development.

**Photography package.** We'll send a professional photographer to your farm for a day of image-capture for your marketing materials or website.

**Communications package.** Choose from essential elements such as a professionally designed logo, business cards, letterhead, e-mail signature, brand development, marketing slogan and/or writing and design of a product or company brochure.

**Advertising package.** Professional writing and design of a print advertisement for your business and/or a direct mail campaign.

**Marketing package.** Development of a marketing plan with expert advice on how to reach the people you want with a strong message and a compelling offer.

**Agronomic Services package.** Start your new crop enterprise with a soil analysis, including benchmark soil sampling, seeding rate calculations, zone mapping, crop rotation planning and GPS field mapping.

**Guelph Tour package.** A three-day tour of agricultural educational institutions, corporate offices and a "mini" consultation with an agricultural consultant.

**Check out the website for a complete and up-to-date list of prizes!**



# It's easy to apply

Please take a few minutes to answer the following questions and submit them by January 8, 2009 at 4:00 pm to the addresses below. You can get more information and your application form by visiting [www.agriculture.alberta.ca/renewal](http://www.agriculture.alberta.ca/renewal) and clicking on 'Best Practices Awards.' Or call the Ag-Info Centre toll-free 1-800-387-6030.



Please answer the following:

*(You may wish to use a separate sheet of paper as required. Please print clearly.)*

1. First and last name \_\_\_\_\_

2. Mailing address, town/city, province, postal code \_\_\_\_\_

3. Phone number (include area code) \_\_\_\_\_

4. E-mail address \_\_\_\_\_

5. I am over 18 years of age  Yes  No

6. My primary source of income is from farming  Yes  No

7. The primary type of farming activity my family is involved in:

crops \_\_\_\_\_ number of acres \_\_\_\_\_

livestock type \_\_\_\_\_ livestock size \_\_\_\_\_

other \_\_\_\_\_

8. Tell us a little about your existing farm operation.

9. What is your idea for expanding, growing or adding value to your farm?  
(Examples: new products/service, new direction or innovative way to grow the existing business)

10. What is your "vision" for your new business  
(A vision statement outlines your hopes and dreams for your farm business and where you want your business to go)

11. Please answer the following:

• Is your new business idea a full-time or a part-time business?

• Is your idea a seasonal or year-round activity?

• At what stage is your business idea? (i.e. planning, start up, years in business)

• What is unique about your product or service?

• Who are your key competitors?

• Describe your ideal customer.

• What is your expected growth (i.e. Financial growth, Operational growth) for your new business?

12. Along with your application be sure to:

• Attach your business plan  
(For business planning assistance go to: [www.agriculture.alberta.ca/bizinfo](http://www.agriculture.alberta.ca/bizinfo))

• Attach supporting material related to your idea (optional)

The information that you provide on this Entry Form is being collected by Alberta Agriculture and Rural Development (the "Department") for the purpose of administering the Best Practices Awards (the "Contest"), an undertaking of the Agricultural Policy Framework. The Department will use your personal information to determine whether you are eligible to enter the Contest and if you are a winner, to notify you that you have won and to promote the Contest. The Department will use the other information on this Entry Form for the purpose of judging your submission and, if you are a winner, to promote the Contest. All materials that you submit become the property of the Department and will not be returned.

If you have any questions about the Department's collection and use of your personal information, please contact the Alberta Agriculture and Rural Development Ag-Info Centre at 1-800-387-6030.

The three Best Practices Awards Grand Prize winners will be featured at the AgChoices Conference on Wednesday, February 11, 2009 at the Capri Centre in Red Deer, Alberta. Be sure to attend AgChoices and invite your neighbours to attend. There will be some big ideas presented and hot issues discussed.

## Ready to apply?

Mail, fax or e-mail your application to:

Best Practices Award  
Alberta Ag-Info Centre  
Alberta Agriculture and Rural Development  
Bag 600  
Stettler, Alberta T0C 2L0  
Fax: (403) 742-7527  
E-mail: [brenda.mclellan@gov.ab.ca](mailto:brenda.mclellan@gov.ab.ca)

For Terms and Conditions visit  
[www.agriculture.alberta.ca/renewal](http://www.agriculture.alberta.ca/renewal) click on  
Best Practices Awards  
or call the Ag-Info Centre at 1-800-387-6030

Deadline: All entries must be received by  
Thursday, January 8, 2009 at 4:00 pm.

Language of preference:  English  French

Aussie disponible en français.



The Agricultural Policy Framework (APF)  
A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE

