



# bios

**Coach:** Debbie Pifer  
**White House Fruit Farm,**  
 Canfield, Ohio

**Area of expertise:**

- Adding a deli/ bakery
- Retailing

**Background:**

Debbie Pifer is one of the third generation owners of White House Fruit Farm in Canfield, Ohio. The Hull family grows and retails their fruits and vegetables from a 12,000 sq ft year around farm market, along with deli, baked goods, and many specialty foods.

Debbie is past president of the Ohio Direct Agricultural Association and Salem Fruit Growers Cooperative. She also serves on the Ohio Apple Marketing Association Board.

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

**Coach:** Stuart Beare  
**Tulley's Farm,** West  
 Sussex, United Kingdom

**Area of expertise:**

- Retail design
- Foodservice

**Background:**

Tulleys Farm opened its gates to the public in 1971 as a PYO operation and since the early 1990's has grown to include a Farm Market, Gift Shop, Tearoom, Espresso Bar, Animal Patch and seasonal Family Entertainment. Tulleys won the UK Farm Retailer of the Year Award in 2002 & 2004, and NAFDMA's International Farm Marketer of Award the Year in 2004.

Stuart joined the family farm 14 years ago. He is responsible for marketing and futuring Tulleys Farm's now very diverse business activities.

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

**Coach:** Dede Beck  
**Uncle John's Cider Mill,**  
 St. Johns, Michigan

**Area of expertise:**

- Merchandizing.
- On-farm winery

**Background:**

Uncle John's Cider Mill and Market is in its 33rd season. They grow 70 acres of fruit marketing all of it through their on-farm retail market. They also have a bakery, Cider Mill, Gift Shop, Winery and Tasting Room and outdoor entertainment including a Train, Wagon, Pumpkin Patch, and Corn Maze.

Dede's educational background is in Journalism with majors in advertising and public relations.

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

**Coach:** Mary Vollmer  
**Vollmer Family Farm,**  
 Bunn, North Carolina

**Area of expertise:**

- Displays
- School tours

**Background:**

The Vollmer's have a strawberry and pumpkin farm in Bunn, which is 30 minutes east of Raleigh, NC. They grow 6 acres of strawberries on plastic and retail them at their farm market along with 5 neighboring satellite stands.

In the fall, the Vollmer's host a Fall Harvest Festival. They open "the Back Forty" for family entertainment activities to the public as well as approximately 8000+ children for educational tours.

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

**Coach:** Rob Leeds  
**Leeds Family Farm**  
 Ostrander, Ohio. OSU Extension Delaware County

**Area of expertise:**

- Children's activities

**Background:**

Leeds Farm started out as a traditional grain and live-stock farm. In 1992 they moved into direct marketing. Their present market is focused on entertainment, education, and fall produce, attracting 20,000 customers in the month of Oct. Featuring: straw maze, corn maze, children's play area, education granary, revolutionary war encampment, banana bus and goat carts.

Leeds is also an Agricultural Extension agent in Delaware County. Since 1992 he has worked extensively educating Ohio and North American farmers on direct marketing.

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

**Coach:** Al Rose  
**Red Apple Farm**  
 Philipston, Massachusetts

**Area of expertise:**

- Best management practices
- Pricing

**Background:**

Red Apple Farm has been owned and tended by the Rose family for 4 generations. They welcome individuals, families, school tours, social functions, and corporate gatherings to experience an old, scenic New England farmstead with plenty of things to see, taste, and experience!

Al and Nancy observe environmentally-responsible practices and strongly believe that the care and the love that they put into their farm is returned to them and those who visit, in the form of delicious tastes, beautiful sites, and lasting memories.

Prior to returning to the farm Al received his Master of Science degree in Agricultural Economics. His thesis was titled, "The Family Farm and Direct Marketing: Adapting to an Urbanizing Environment".

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

**Coach:** Mark Saunders  
 Saunders Farm,  
 Munster, Ontario

**Area of expertise:**

- Staff Training
- Public relations

**Background:**

Mark is the Director of Fun responsible for general management, sales and marketing for Saunders Farm an award-winning 100-acre farm 30 minutes from downtown Ottawa. Saunders Farm employs over 120 seasonal workers.

It began as a strawberry farm in 1975 but is now most well-known for its "Haunting Season" during October. The Farm is also the site of North America's largest collection of hedge Mazes.

During the summer months they host corporate picnics and retreats. The Mazes are a summer tourist destination.

In December, they are open for cut-your-own Christmas trees and corporate parties.

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

# your coaching circle

## What's in it for YOU?

**Individualized** coaching with leading industry players.

**Intimate** learning atmosphere.

**Network** for safe sharing and learning.

### Who should circle?

- On-farm marketers wanting to make a profit.
- Those looking for new ideas and a fresh perspective
- Grow West 2007 tour stops hosts

### Participant Requirements:

- Completed **Business Profile**. Your Business Profile will accompany you through your coaching circle

### Circle Date:

**March 22, 2006**

includes:

- One hour coaching, to a maximum of two coaches.
- Access to concurrent bear-pit and networking sessions

**Cost: \$25/coaching session**

**Registration deadline: March 3, 2006**

### Limited registration!

- Only 49 coaching spots available.
- Limit of 2 coaching spots/farm

Seven concurrent coaching hours will be repeated seven times throughout the day. There is a limit of 2 coaching sessions/farm.

Due to the unique nature of the coaching circles appointments will be scheduled through our office. They will be filled on a first come basis.

You will receive appointment times prior to March 22, 2006.

### Call for more information

Alberta Agriculture's Farm Direct Team:  
Toll free 310-0000.  
Kerry Engel (780) 349-4466  
Karen Goad (780) 538-5629  
Marian Williams (780) 679-5168

Time	Seven concurrent coaching sessions	Networking Room & Bear Pit Sessions
8:30 - 9:30am	To choose your coaches see the	
9:45 - 10:45	attached registration	
11:00 - Noon	form.	
12:15 - 1:15 pm		
1:30 - 2:30		So you're a <b>Grow West 2007</b> tour stop host! Now what?
2:45 - 3:45		Open visit with the <b>Alberta Farm Fresh Producers' Association</b>
4:00 - 5:00		

# coaching circle

a new approach to developing your business



Seven leading on-farm marketers from around the world. **One location.**  
The toughest decision: Who to meet first!

A coaching circle of **industry peers** in one location is ready to assist you build a personalized action plan to grow your business.

### Easy as 1,2,3

**#1** Complete a business profile.

**#2** Choose your topics:

- Layout/merchandizing
- Adding food service
- Developing a deli or bakery
- Best Management Practices
- Staff Training & Development
- School tours

**#3** Choose your coaches.

Come create your own circle of influence.

**Call now, circles will fill up fast!**

Wednesday, March 22, 2006

Location: **Airdrie Agriculture Centre,**  
909 Irricana Rd. NE Airdrie, Alberta

Call Lisa today to register ..  
(780) 679-5169 toll free: 310-0000

An Explore Direct/North American Farmers' Direct Marketing Association partnership.

Gearing up for **Grow West 2007!** [www.nafdma.com](http://www.nafdma.com)



RENEWAL.  
the way to grow

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

Canada  Alberta

# coaching circle

a new approach to developing your business



on-farm marketing