

**HARVEST THE TALENT...
GROW THE CLUSTER!**
a one day conference to showcase
ag tourism cluster successes

February 8, 2006
Bon Accord, Alberta or

February 10, 2006
Okotoks, Alberta

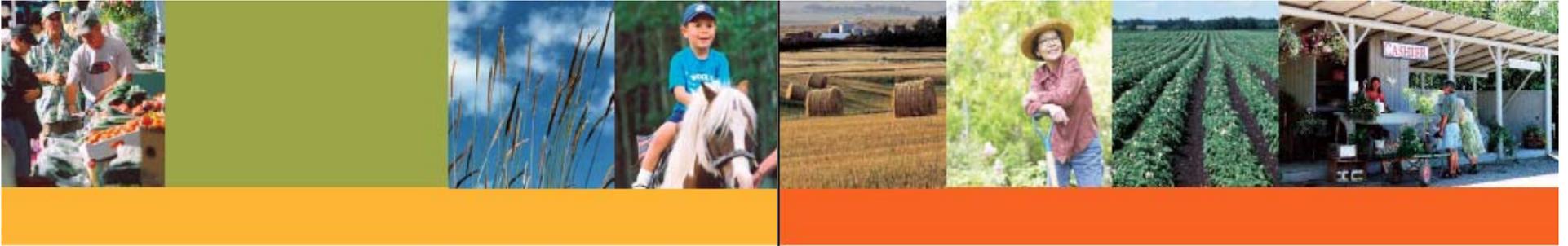
Register early
limited seating!

Alberta
agriculture, food and
rural development

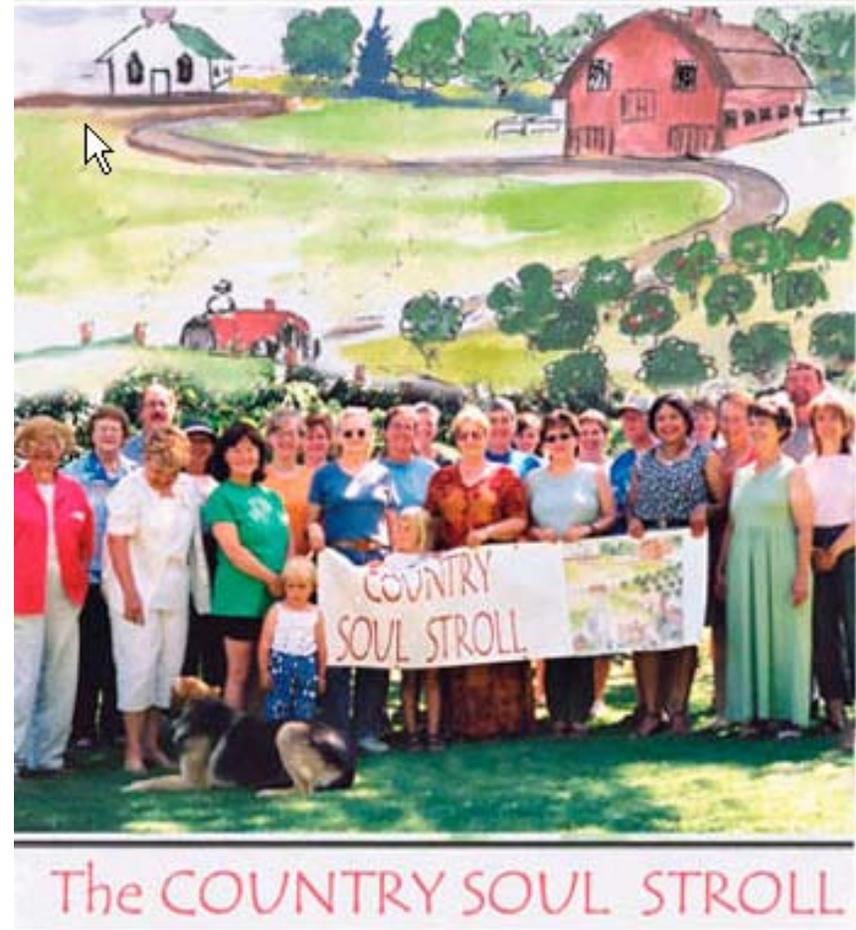
Canada

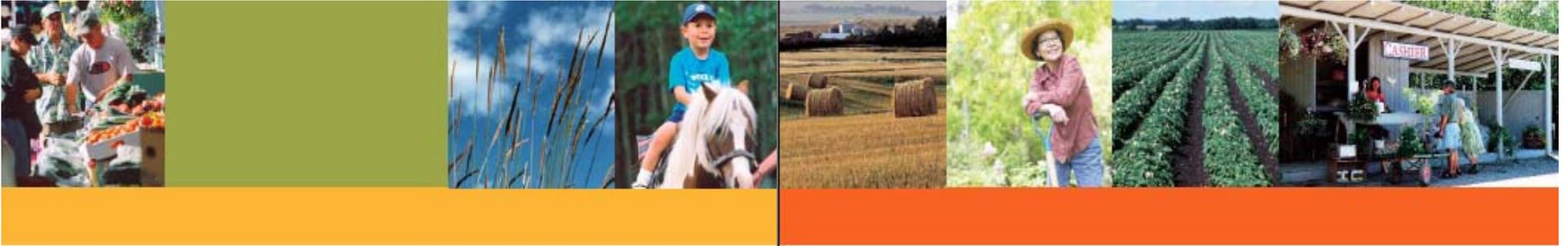
Agriculture
& Food Council
Alberta

Welcome!! to Harvest the Talent... Grow the Cluster!



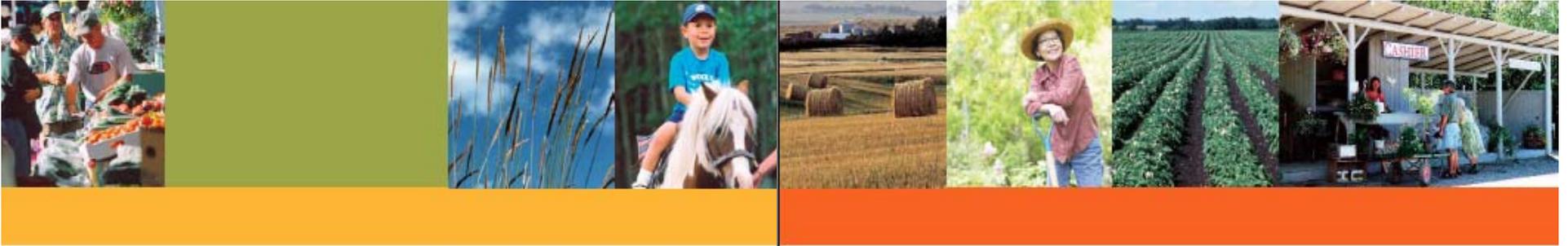
- **An ag tourism cluster** is a group of like-minded stakeholders and operators who **come together to increase the profile** for their operations and geographic area, along an **ag tourism theme**.





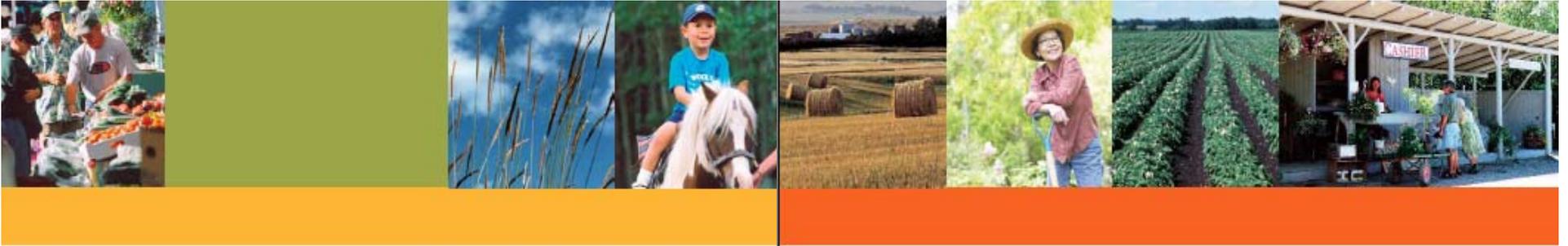
Ag Tourism Cluster Development

- Pilot project by Alberta Agriculture, Food and Rural Development
- Pilot locations:
Edmonton Region, Southwest Alberta, Southwest Calgary
- Criteria for choosing pilot cluster regions:
 - Critical mass of ag tourism operations
 - Proximity to major markets
 - Interest and leadership of local stakeholders



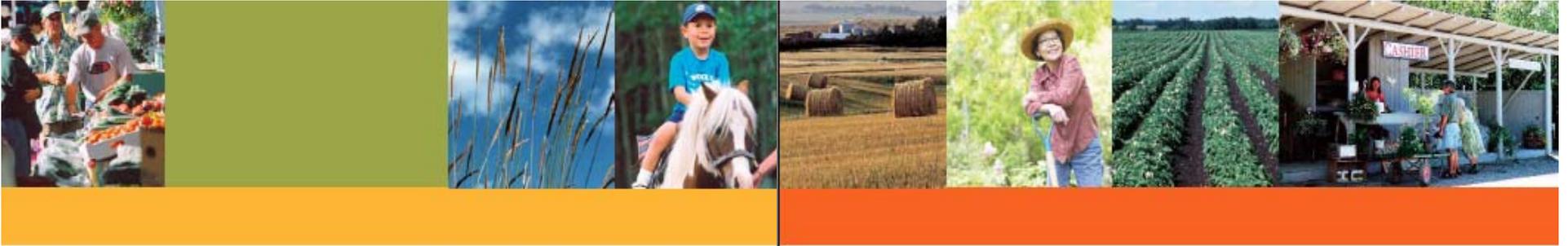
Why do cluster development?

- Link dispersed products = IMPACT
- Tap into new markets
- Boost profile and awareness
- Build Word-of-Mouth
- Ultimately - increase profit – new \$\$



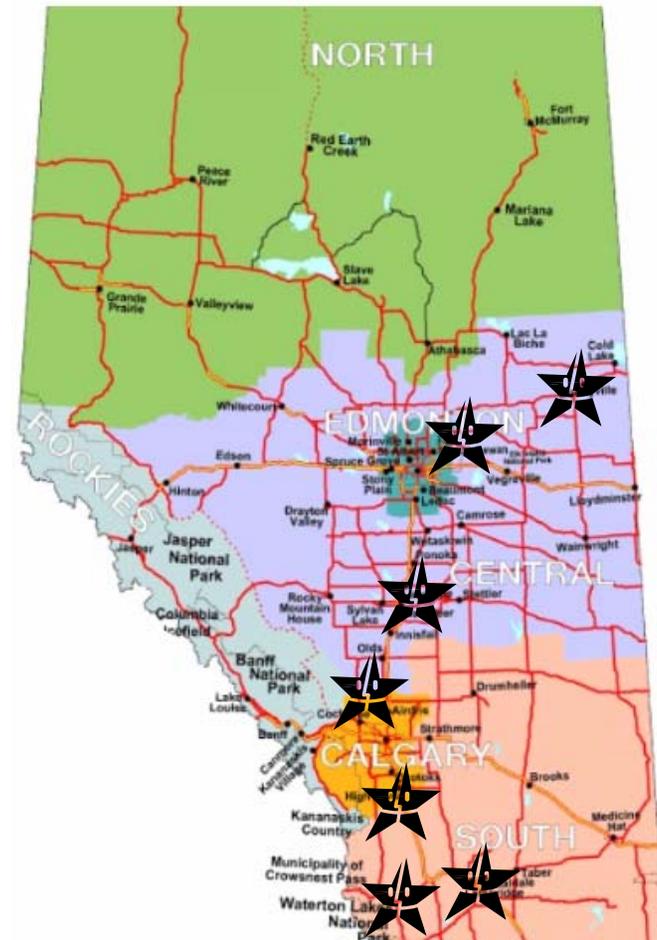
A Simple 4 Step Process

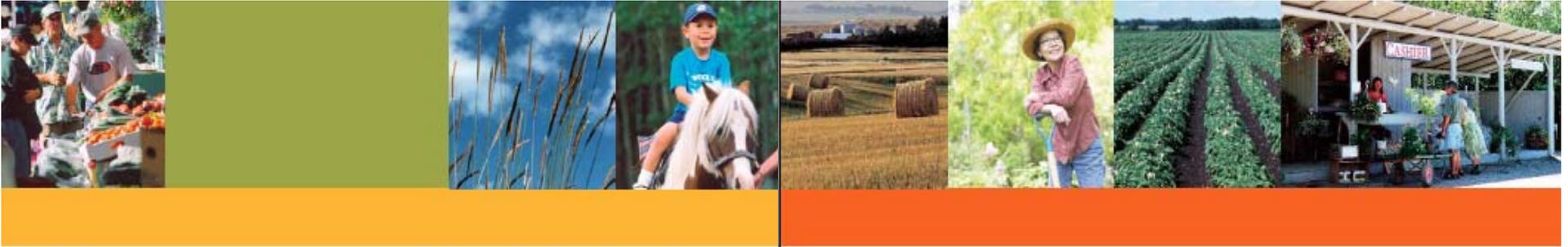
- 1) Rally the troops
- 2) Seed with some ideas
- 3) Pick something and run with it
- 4) Evaluate and follow-up



Current Clusters:

- Edmonton Region
- Southwest Alberta
- South Calgary
- Red Deer Region
- South Central Alberta
- Northeast Alberta
- North Calgary





Cluster Projects

- FAM (Familiarization) Tours
- Driving Tour Events
- Agri-Food Events
- Operator Showcases
- Driving Guide
- Packages

**Strathcona County's
Fur and Feathers
Farm Tour**

September 20-21, 2003
9 a.m. to 5 p.m.
Rain or shine

Load up the car for fun family activities.
Cruise the countryside just east of Edmonton.

• Visit a farm and enjoy an olive	• Visit a horse breeder's farm
• Visit a grower and visit a farm	• Visit an antique store
• Visit a horse breeder's farm	• Visit a horse breeder's farm
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\$10 per car load (Maximum 5 people)
Registration includes an entry into a draw for
one Grand Prize Farm Tour package

Contact Strathcona County
for information and to purchase your passport
780-464-8111 or 1-800-666-5829
info@strathcona.ca
www.strathconacounty.com

**A Taste of the
High Country**

Autumn Farm Festival
October 2nd, 2004
At the Bloomin' Inn Ranch
9:00am to 3:00pm

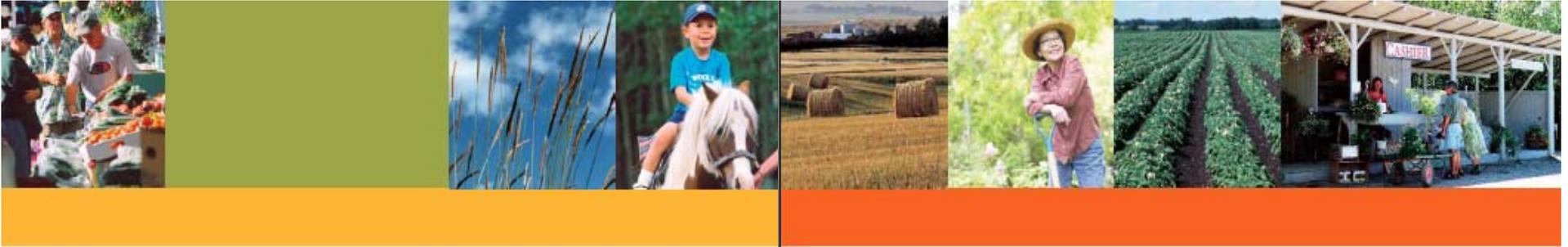
Bring your cooler and stock up for fall with ranch-raised beef,
lamb, pork, chickens and turkey

Get vegetables - fresh and preserved sold by growers

Antiques on site

Handcrafted goods made and sold by local artisans
- Great for Christmas gifts

For more information & direction
call 1-403-627-5829
or check out the website:
www.bloomin-inn.com

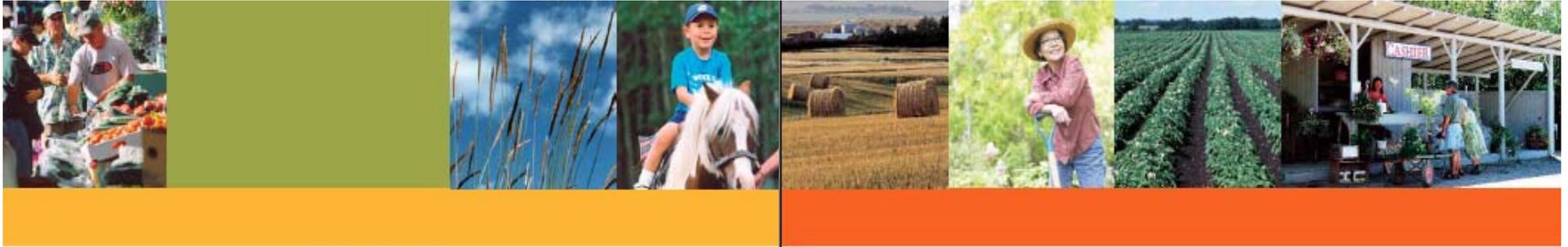


FAM (Familiarization) Tour

(Media, Operators or Stakeholders)

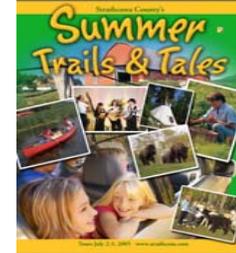
- Involves a van or bus tour on a predetermined route scheduled to show off a select group of properties to a group of pre-invited individuals





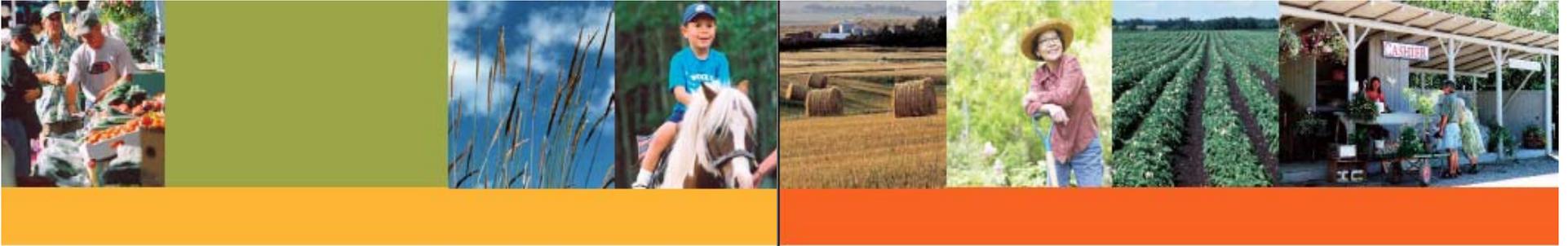
Driving Route Events

“Call to Action”

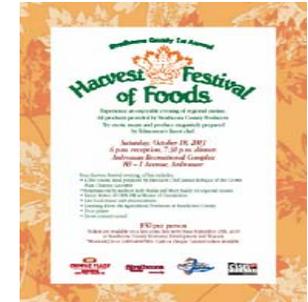


Occurs when a group of producers/operators and stakeholders partner to create and sell a regional map with a “menu” of farm,, ranch,garden and food locations that people use to decide where they want to visit, during a specified day or weekend





Agri-Food Events



- An opportunity to expose prospective customers to regionally grown and processed food that is prepared and tasted at one or a progressive series of sites.

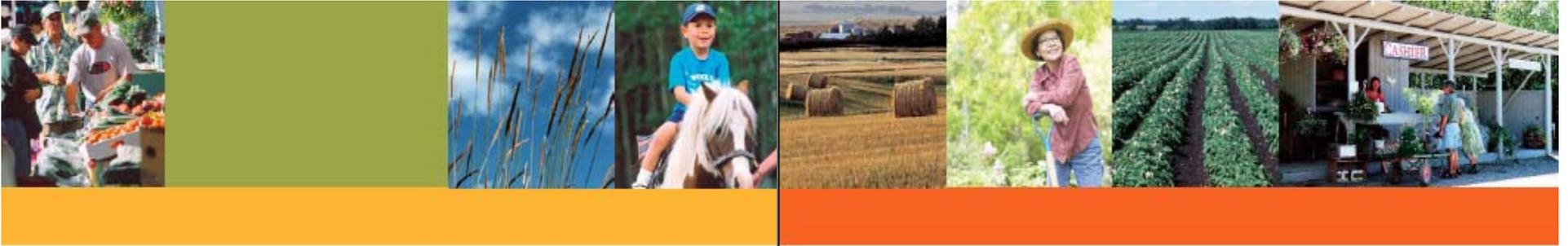
Taste Of The Lakeland



August 20th
11:00 – 5:00 p.m.

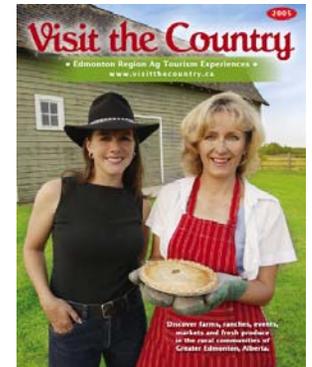


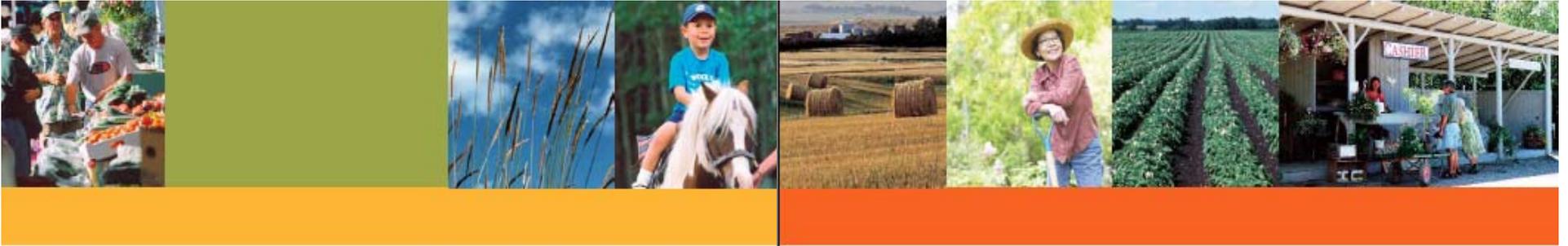
Exhibition Park, Cold Lake



Driving Guides

- A colourful, enticingly written print piece available year round that tries to encourage people to visit the inventory of diverse ag based and ag inspired places described.

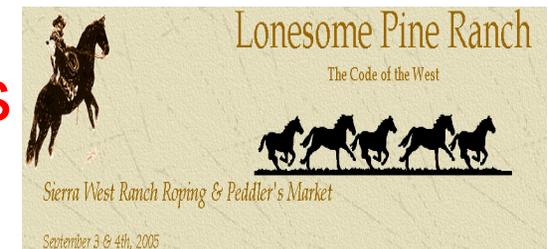


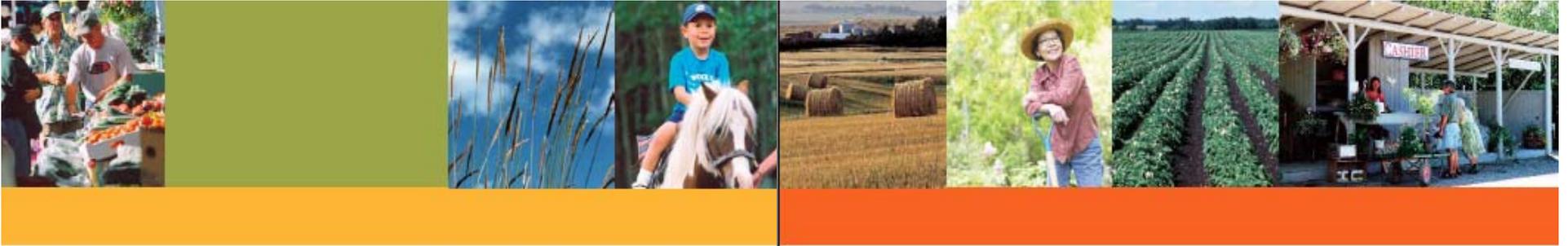


Operator Showcase

Bringing the product to the market

- Occurs when a group of operators partner to create a participatory display environment allowing customers to “taste” their product or experience, usually taking advantage of the attendees drawn to an existing major event

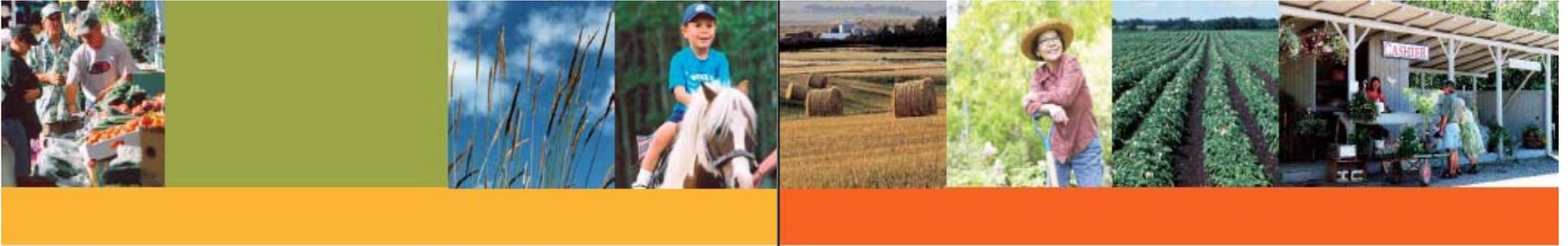




Packages

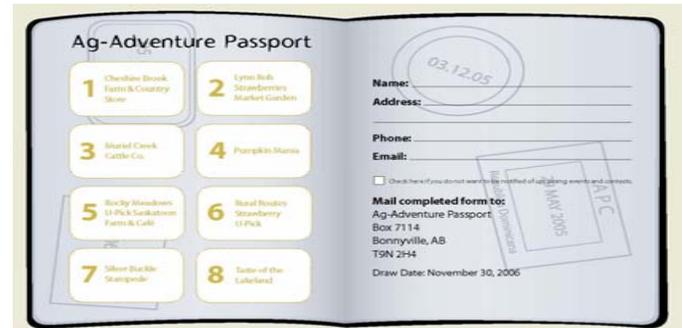


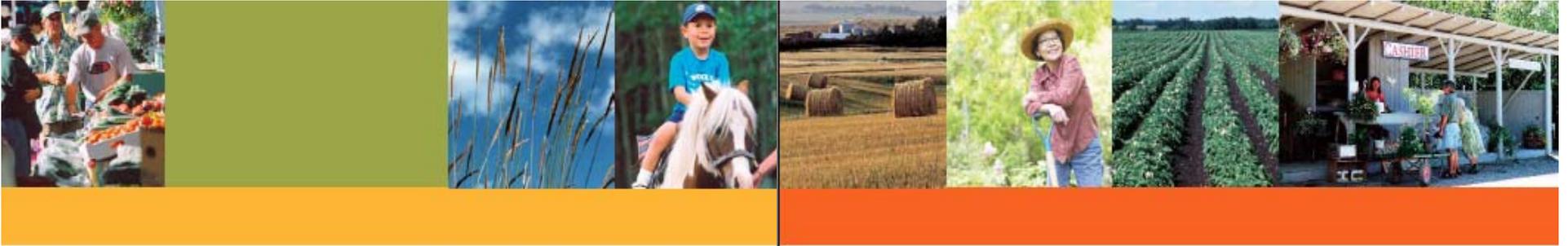
- An offering where two or more operators partner together to create a specially designed daytime or overnight seasonal experience for a set price and specific target market



Hot off the Press

- Ag-Adventure Passport
- Operator FAM Tours
- Porcupine Hills Cowboy Challenge
- Family Fun Fest
- Garden Inspired Driving Route





- It's Amazing what can be done when a group of dedicated, passionate people get together ...

