

# Alberta *agri*-preneur

New Markets · New Trends · New Directions.

*Timely, incisive and creative ideas for the agriculture entrepreneur.*

“We have a great story to tell. We need to be positive and up-beat!”

- Leona Staples  
The Jungle, Innisfail

## building buzz

### Putting the Puzzle Together

Building buzz and excitement about your business is a bit like doing a puzzle. The biggest reward is in fitting it all together.

Are you getting your name out? Taking advantage of free promotions? Doing *stuff* worth talking about? Do you sell yourself? Leverage your word-of-mouth promotions and layer your partnerships? Read on to figure out how you can tap into free PR; engage a food writer; become the media *go-to* person in your industry; position yourself as the local expert and boost your credibility.

In two words: build buzz!

*Kerry Engel*

# Three Farm Renewal-Makeover Scholarships Awarded

Dreams of a farm makeover became reality for three Alberta farm operators awarded a \$10,000 Farm Renewal-Makeover Scholarship at AgChoices in Red Deer on February 15<sup>th</sup>.

The scholarships were awarded to Cherie Andrews, Chinook Honey Company Ltd., Okotoks, Troels and Laurie Hansen, LTH Farms, Fairview, and Keith and Ronda Reesor and family, Irvine.

The recipients demonstrated innovative thinking and creative ideas for growing and diversifying their farm businesses. Assistant Deputy Minister of Agriculture Brian Rhiness was on hand to make the awards. "The applications we received were inspiring," he said. "The winners expressed creativity, commitment and passion for our agricultural industry in Alberta."

"It's great that so many resources are available through Alberta Agriculture," says Cherie Andrews. "I was overwhelmed with the scholarship, and I'm excited about gaining access to the expertise of consultants."

As well as substantial financial assistance, the scholarship provides a one-day private consultation and farm visit with agricultural specialist Dr. David Kohl and a representative from Canadian Farm Business Advisory Services. They will assist with the development of plans and implementation of changes. Winners also receive free participation in Growing Alberta events in 2006.

Owner/operator Cherie Andrews says she plans to expand the Chinook Honey Company and add a meadery (honey winery). Troels and Laurie Hansen will take their 1,600-acre grain farm to the next level, a self-sustaining canola operation that provides feed and fuel for their operation and sell value-added products off the farm. Long term, they envision turning their canola into biodiesel to run machinery on the farm.

Keith and Ronda Reesor and family plan to move into agri-tourism and foster awareness of western heritage history through ranchland tourism.

They also plan to move further into organic production. The family ranching operation, including cow-calf and yearlings, has been certified organic for five years.

More than 100 producers who took part in the one-day AgChoices conference discovered 'what's right on the farm'. The conference was made possible through the Renewal Chapter of the Agricultural Policy Framework – a Federal-Provincial-Territorial initiative. Renewal focuses on helping farmers assess their operation and acquire the skills and resources to improve profitability.

For further information on Renewal, visit Ropin' the Web and search "Renewal Services", or call Shari Smith, Program Communications Lead at (403) 340-5375.

*Shari Smith*



Spring 2006  
Volume 20

"Publication Mail  
Agreement # 40022238"

Back Issues are available on our website ([www.agric.gov.ab.ca](http://www.agric.gov.ab.ca)) under Newsletters.

**Publisher:** Kerry Engel, Rural Business and Diversification Branch, Alberta Agriculture, Food & Rural Development, 10003 100 Street #2, Westlock AB T7P 2E8 Phone: (780) 349-4466 Fax: (780) 349-5240

**Editor:** Karen Goad, Grande Prairie

**Design & Layout:** Darleen Lynes, Westlock

Alberta Agri-preneur contributor & staff listing is available on page 12.

We welcome your comments. Email: [darleen.lynes@gov.ab.ca](mailto:darleen.lynes@gov.ab.ca)

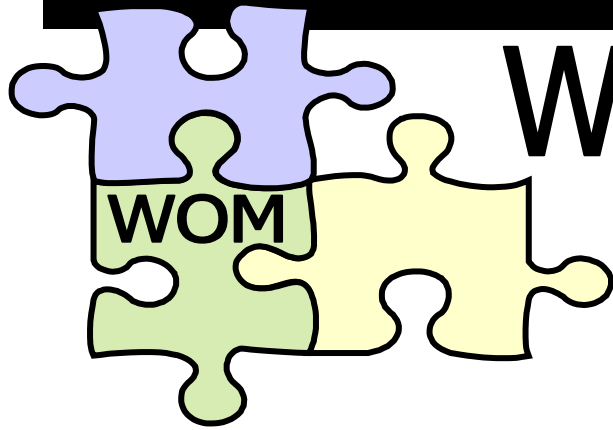
*Inclusion of a product or service in this newsletter is not an endorsement by Alberta Agriculture, Food & Rural Development.*



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



*Creative...Visionary...Positive...Networked...Innovative...Market Focused...Risk Taker...*



# Wordmouthing

Marketing is one giant conversation

People are tired of being bombarded by marketing messages. We see between 3,000 and 50,000 marketing messages each day. Even at the low end it's overwhelming. In the average grocery store you will see another 35,000 products. If that's not enough for you, think about this. In 1980 there was only one Oreo cookie, now there are over 14 varieties. In 1980 there were four kinds of Crest toothpaste, now there are over 86. This clutter creates confusion and triggers a fight-or-flight-like reaction in consumers. We are swamped with choices, yet companies continue to create products and services that are basically the same.

To cut through the clutter we need to make new tools? No, we need to make emotional connections with people. We need to harness the power of word-of-mouth marketing (buzz). This is not a new concept. Aristotle said, "You don't persuade people through intellect—you do it through emotion."

Word-of-mouth is the only truly successful advertising. Max Lenderman in his new book *Experience The Message, How Experiential Marketing is Changing the Brand World* says, "it is nothing

more than a conversation." Yes, marketing is one giant conversation. People really are the best marketing media.

According to the Word-of-Mouth Marketing Association ([www.woma.org](http://www.woma.org)), 80% of word-of-mouth is face-to-face. Consumers don't talk about products the same way marketers do. Consumers tell stories. Stories based on their own experiences and the experiences of others.

In his book *Grapevine: The New Art of Word-of-Mouth Marketing*, Dave Balter describes something he calls the pass-along effect. "We like to know and we like to be known for knowing. We like to share opinions, even for products with which we have no first-hand experience. A real person brings more credibility to the conversation than a perfect marketing message." The conversation goes something like this, "I haven't read it, but I've heard it's a really good book." People begin to use the opinions of others as their own when they hear the same opinion from multiple sources or from someone they trust.

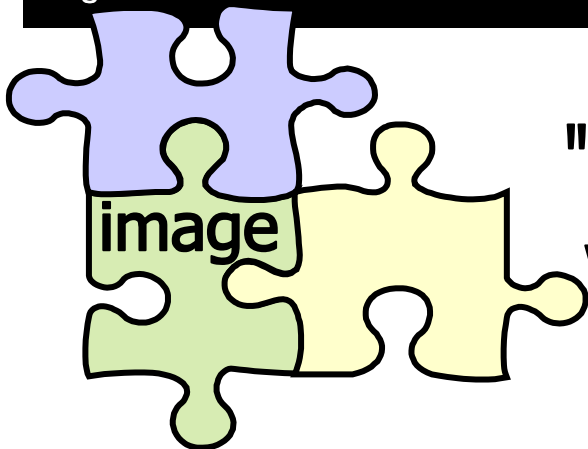
Do you need Oprah to talk about your product? No. Real people make the difference. Word-of-mouth campaigns talk with the

perfect target customer. They play a key role in the decision making process. Balter suggests that you listen to and engage your customers. "Reach out to ordinary people who are interested in your product. Give them the opportunity to become part of your brand."

Can word-of-mouth be bad? You bet. That's why you have to have a stellar product and customer service. According to Balter, "Over half of negative word-of-mouth is a result of feeling mistreated, not about the product itself." So, take care of your customers. They can be your best supporters in a crisis. In fact, a crisis often brings out your customer evangelists. Since an evangelist brings glad tidings, that's a good thing.

*Daylin Breen*

"Tell me and I'll forget.  
Show me and I may remember.  
Involve me and I'll understand."  
—Confucius, 551-479BC



"If all you did was focus in on your business image, it would change your bottom-line"

Lori Colborne  
LSL Marketing Consultants

## Colborne's Cream of the Crop

Lori Colborne knows what pieces of the marketing puzzle build buzz. She has mentored many agripreneurs through one-on-one marketing sessions. She has two top recommendations for all agri-businesses in Alberta:

### 1 Clarify the Message

Have you ever struggled to simply say what your business does? That's exactly the situation Lori finds many of her clients in.

She has them tell her, in their own words, what it is that their business does, what makes it so special and what their customers tell them.

Then she puts herself in the role of the customer and attempts to feedback a clear, no-nonsense message.

Lori emphasizes that consumers quickly lose interest if your message isn't concise, in plain language and hitting their priority needs.

### 2 Solidify the Image






Contrast Walmart and Holt Renfrew. One major difference is price. Another is image. Indeed these two things are tied together.

Ag entrepreneurs tend to undervalue their products and services and cut corners on their image.

"Photocopied brochures, homemade business cards and the cheapest paper are simply not acceptable for a legitimate business," says Lori.

A cheap image will negatively effect how you can price what you are selling. The quality of the product may not matter if the image is poor.

### Lori Colborne's Low Cost Buzz Builders:

-  If you drive a decent vehicle use window **decals** on it to promote your business.
-  Have your name, tagline, website and phone number on a **sticker** that goes out on everything you sell. Keep it consistent with your image.
-  Try before you buy. Offer **samples**. It works for Costco. Use demonstrations or an open house to promote services.
-  Offer a **guarantee**.
-  **Cross promote**. Work with others to leverage your marketing budget, eg. tradeshow displays.

Sharon Stollery



**Rio Cibolo Ranch understands image. Their logo and tag line are on EVERYTHING!**

### Radio Know-How

At the recent Growing Rural Tourism Conference, Jackie Rae of CFCW radio fame, shared her top tips for using radio:

- ▶ Use radio to excite listeners and save the details for print.
- ▶ Offer “contra” to leverage your marketing budget (eg. offer to have the CFCW banner up a your event).
- ▶ Give a little, get a lot. You’ll get more free PR by budgeting even a small amount for advertising.

.....  
**Do you want to target 30 to 40-year-old recreational skydivers, with an annual income of \$75,000, who are also members of a private golf club?**

If you’ve got something to say it makes sense to say it to the people who care. Canada Post can help you establish a mailing list of prospects who are most likely to buy from you. Check [www.mailposte.ca](http://www.mailposte.ca) or call (800) 260-7678.

*Sharon Stollery*

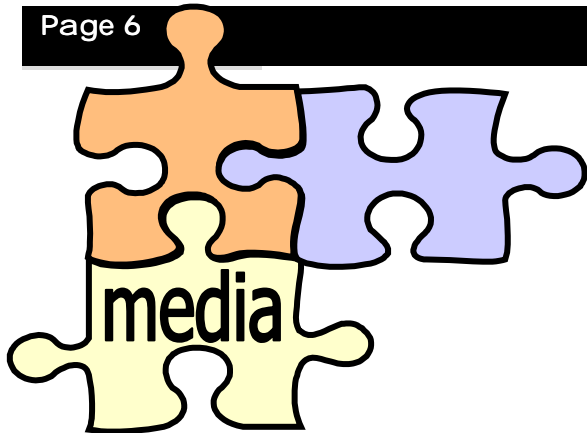
# 7 web worthy tips

A website is an absolute “must have” for any business.

- 1 The cost of developing a website can be up to \$1000 but you can get one done for as little as \$200 if you approach a technical school to develop it as a student project.
- 2 Your website is virtual brochure. Your business card is a mini version.
- 3 Attach your e-mail to your website instead of your server. If you change servers you’ll keep all your contacts.
- 4 Use testimonials from “minor celebrities” with a circle of influence eg. a doctor, professor, yoga teacher.
- 5 Incorporate lots of good quality, appealing photographs.
- 6 Profile your products on the web but carefully consider before committing to sell them over the Internet. The cost may outweigh the benefit.
- 7 Stick to your image. Does the look and feel of your website reflect your image?

LSL Marketing Consultants can be found at [www.lslmarketing.com](http://www.lslmarketing.com) or (780) 413-9986.

Look for Lori’s book titled, *Innovative Marketing Made Easy*



# Oh my, there's a reporter on the phone.

Not all media are the same. Who are you talking to?

**Post your key messages by the phone. Scan them when media calls. You will sound like you are really in control.**

**Reporter:** reports on the facts of the day; events that just transpired; they are looking for a news worthy story...have your Aces ready. (See page 7.)

**Food Critic:** Food critics review the capability of a restaurant. They grade the facility, food quality, presentation, capabilities of staff, value of meal service, quality of work, and ambiance. They evaluate if it makes sense, has a sense of connectedness and is congruent. It isn't congruent if you operate a berry farm and serve deep fried Twinkies.

**Food Writer:** "Columnist, feature writer, interviewer... Don't call me a reporter, I'm a writer," toots dee Hobsbawn-Smith. Writers are different than food critics. There are very few food writers and they are not all the same. Alberta is fortunate to have some staunch and loyal food writers supporting the local food movement.

dee (with a small 'd') Hobsbawn-Smith, author & food writer in Calgary, tells it like it is. "I get better information and a truer vision of your story if I create a relationship. I want to hear the real story. Why you do what you do. I want to get to know your family, the people.

You can read about dee's adventures in food in the Calgary Herald.  
Email: [dee@curiouscook.net](mailto:dee@curiouscook.net)  
Web: [www.curiouscook.net](http://www.curiouscook.net)

## deeTAILS: Collaborating with food writers

- Steer clear of your PR spiel.
- Be authentic, avoid fussing over us as if we are a critic.
- Show off your kitchen.
- Take us on a garden tour.
- Show off your strengths.
- Be accurate. Have facts and figures or provide promptly.
- Don't tell us to look on the website.
- Talk about what you do.

*Kerry Engel*



# 5 steps to creating a media release

## Reporter "Know How"

Have you been asked to act as a representative of your industry?

One of the biggest mistakes people make when talking to reporters is not being prepared. Before you start to answer their questions ask a few of your own.

Determine if you really are the right person to answer their questions. Ask how you can help them. Find out what information they are really looking for. If you are called out of the blue it is perfectly fine to ask if you can call the reporter back. Ask them what their deadline is and the best time to call them back. Then you decide the time and place.

1. **Pre-interview stage.** During your preparation write down 80-90 questions that they could possibly ask: who, what, when, where, why, how. 80% of your time should be spent generating questions.
2. **Prepare your key messages or Aces.** Your Aces are three strong points that you want to make. Have three supporting facts for each point. This becomes your plan, your summary of what you want to get across.
3. **Rehearse.** Practicing out loud solves clarity problems.
4. **Interview.** It's critical to bridge the reporter to your key message at the beginning. Don't guess during the interview. Always take extra care with numbers. Say "yes I know", or "I don't know, but let me get back to you". If you get pounded repeat the same key message. Keep your English simple.

*Kerry Engel*

A well-written media release can expose your company to the masses and greatly enhance the image of your business...

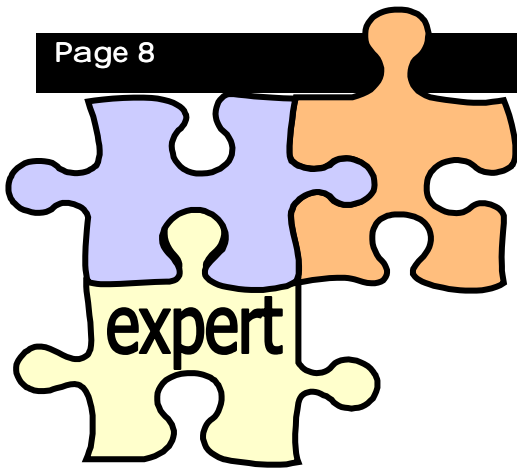
Only if it's used. A media release must contain information that is newsworthy. Journalists want news not a sales pitch.

- 1 **Headline** – is the first thing people look at so it must grab the reader's attention. Use a verb in your headline.
- 2 **First sentence or lead** – needs to contain a hook and convey the most important aspects of the story. This is where you convince the reader to read the whole press release.
- 3 **Keep it simple** – quickly and concisely tell your story. Answer the "5W" - who, what, when, where, why.
- 4 **Keep it short** – your press release should be no longer than one page.
- 5 **Provide contact information** - the media may want to contact you for an interview or to clarify information.

Caitlynn Reesor, former Agriculture Director, 790 CFCW says how she chooses press releases to use:

- Proximity – how local is the story to my listeners?
- How relevant is the story to my listeners?
- How unique is the story?
- Timing of the story – is it relevant now, has it been covered already in print or on television?
- Is there enough time to get an interview?

*Kathy Bosse*



# Outstanding In Your Field

## Creating Business Buzz

When a man was searching for a pair of size 15 skates, he had no luck locating them in Calgary with hundreds of sporting goods stores to choose from.

Where did he eventually find them? Kamsack, Saskatchewan, population 2,000.

"Everything is custom fit these days," says Wayne Sas, owner of Sas-Kam Sportsman, in Kamsack, where he's been selling skis, skates and other sporting goods for the past 28 years. "We've invested a lot of time and money into fit clinics, and we're well-known for that."

"I should have a web-page," he acknowledges. "But a lot of my current business comes from word-of-mouth. A friend tells a friend and that generates business."

Whether you've just launched your business or, like Wayne Sas, you've been at it for a long time, creating and sustaining 'buzz' is essential. According to Kim McConnell, CEO of the Calgary-based AdFarm, the principles are the same whether your operation is large or small.

"Your marketing plan has to flow from your business plan," he says. "What's your product? What are the key benefits? What is the geographical region you're servicing? Get a grip on these elements first."

"Go where you are loved," advises Tony Marshall of Highwood Crossing Farms, near Alderside, Alberta, where he and his wife, Penny, produce a cold-pressed canola oil.

"When we started in 1996, we knew we wanted to produce a high-end, quality product that contributed to Canadian Cuisine," he says. "Certain restaurants and 'foodies' commit to using bioregional food, and when you ascribe to that philosophy, you become familiar with each other."

With a customer base that includes chefs of better restaurants, food writers, cookbook authors, instructors from SAIT and NAIT, and industry associations, Marshall is convinced there's a growing movement in the food industry. "In a predominantly urban-based society, more people want to connect with the growers who are producing their food," he says. "A grower at a farmers' market becomes somewhat of a farmer celebrity."

The Marshalls began building their credibility in the food business through one-on-one customer contacts. "We continue to drop off samples, do product promos and provide in-store demos," he says. "Once people start to say, 'I saw your product here,' the business gains momentum."

Placing ads in food magazines like City Palate reinforces the Marshalls' market presence. "We also promote through t-shirt and hat sales," he says.

Keeping customers satisfied is vital agrees Steve Snider of Little Red Hen Mills in New Norway, Alberta. He likes to know what people are buying, how they're buying it and from where they're buying. "A customer's taste can evolve and change," he says. "It's important to gauge these changes and be prepared to change along with your customer."

Margie Moore of the Lazy M Ranch near Caroline, Alberta thinks patience is a virtue when creating buzz. "You have to be disciplined and patient," she says. "Get to know the people involved in your industry. This includes fellow operators, government representatives and colleges. Join industry associations."

"Each one of these has the potential to create buzz and excitement, if you take the time to develop the relationship."

*Morley Kjargaard*

*Jennifer Isaac (403) 556-2651  
jenniferisaac@telus.net*

# On Becoming An Expert...

**"I don't know the key to success but the key to failure is trying to please everyone."**  
**Bill Cosby**

Hole's Greenhouse and Gardens of St Albert has applied a market focus throughout its more than 35 years of operation. Started by Ted and Lois Hole as a simple roadside stand to market their farm vegetables, the business, now operated by sons Jim and Bill and their families, is one of Canada's largest gardening operations.

The Holes are recognized as one of Alberta's leading gardening experts. How do they do it?

**F**ocus on your strengths. Hole's is a knowledge-based greenhouse that maintains trial plots for bedding plants, bulbs, perennials and roses. Communication between Hole's, seed companies and plant breeders helps bring the very best plants to the market.

**I**dentify your niche and be first in the market. Hole's is a specialty, high end operation. They promote and sell signature varieties, not the generic commodity and charge a premium eg. Cortez poinsettias, Gwendolyn sweet peas. They still sell out of \$10 geraniums when everyone else sells them for \$.99. Hole's plants are bigger with more blooms. Customers need one plant instead of three so are willing to pay a premium.

**R**eward your customers. Their "fill til it spills program" charges a flat price for an overflowing box of tulip bulbs. The "unforgettable program" provides special event delivery for established customers.

**S**upport your community. Set a good example. Participate in community events. Give something to every donation request. Community involvement establishes your expertise and gets your name out.

**T**ry something and see if it works. Encourage creativity and innovation. If employees have good ideas, use them!

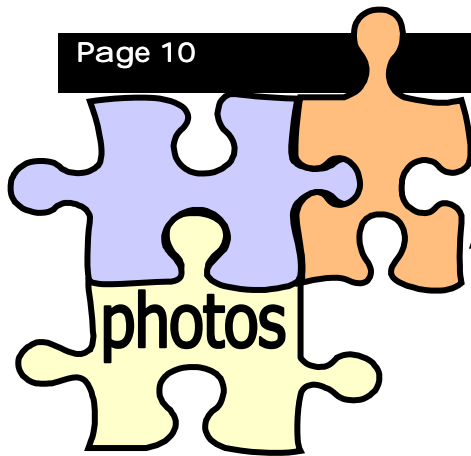
**R**etain your image. Maintain a professional, clean environment. Lois was most proud of their clean, modern washrooms. She believed that clean rest rooms implied clean, disease-free, bug-free plants.

**A**dvance your sales force. Invest in staff training. Hire for personality, train for knowledge. New staff take training and write an exam at the end. Call center staff take orders and answer questions. They are updated daily on issues, the latest problems or plant bugs. Weekly staff training helps them keep abreast of new information, new products, plant growing techniques and retailing strategies. Staff training is critical and constant.

**T**alk to the media. Get your message out. Write articles, newsletters or books. Cross merchandize. Sales of plastic misting bottles increased when Hole's listed seed start dates on the back. Private label related products like fertilizer or seed packages.

**E**xceed customer expectations. Know your customers. Spend lots of time on customer service. Listening to their customers, Hole's developed a handle pack so buyers could carry 4 packs on each arm instead of one in each hand. Sales increased dramatically.

*Karen Goad*



# Inspired Market Gardens:

## *Fresh Organics & Blooms for Tasteful Living*

Photo images capture the spirit of the gardens

When you enter Gwen Simpson's Inspired Market Gardens west of Stony Plain you are impressed with the attention to detail and the care she takes to create a truly "inspired" experience. As Gwen explains their philosophy is simple, "Whether you visit our farm, meet us at the market, or order produce from us, you have our commitment to unique products and superb quality." This family-owned farm embraces natural production methods and environmental sustainability.

The centerpiece of the farm is the country store. Here you find edible flower jellies, herbal teas, prepared herb mixes and condiments, herbal oils and creams. All of the edible and personal products contain only natural or organic ingredients. You can also purchase gardening books,

cookbooks and souvenirs featuring images of the many farm products.

Excellent photos make the website stand out. "Linda Arlia took all the photos of our herbs, flowers, animals and farm views. We credit Linda with all the photos on products we sell in the store so she gets some recognition too," says Gwen. "Linda understood our farm philosophy and was able to capture images that truly reflect our wonderful array of herbal and floral products. We especially like the sepia tone photo of our country store."

By selecting each image carefully every picture really does add "a thousand words". "They strengthen my message and increase the impact on customers," says Gwen.

Contact: *Gwen Simpson*  
[www.inspiredmarketgardens.com](http://www.inspiredmarketgardens.com)  
 Phone: (780) 963-5625  
 52207 Range Road #25 (west on Highway #16 near Carvel)



*Linda Arlia,*  
 photographer  
 Creative Images &  
 Freelancing,  
 Duffield, phone:  
 (780) 892-3757

*Janice McGregor*

# 8 tips for perfect images

Gwen offers these tips to other farm marketers.

- 1 Hire a freelance or professional photographer.
- 2 Credit the photographer on all images for mutual benefit.
- 3 Take as many photos of your products (animals, flowers, herbs etc.) and views of your farm in different stages of development as possible.
- 4 Use higher resolution images (300dpi) at the size they will be in brochures, etc. A lower resolution has less pixels and will result in blurry images. Use low res photos for websites.
- 5 Make sure photos are jpeg or pdf format.
- 6 Use your photo images on your website, brochures and other items for a consistent look.
- 7 Sell postcards, bookmarks, fridge magnets, calendars, note cards and prints featuring photos of your farm business or products.
- 8 Experiment with sepia tones and full color options.

## Agriculture & Agri-Food Career Focus Program

### Employment Assistance Program to Hire Young Graduates in Science and Technology

This program enables eligible employers to receive up to \$12,000 towards an annual salary of \$24,000 or more, paid to an intern. It's aimed at creating long-term jobs for young people in agriculture and agri-food science and technology. It is not a summer program.

#### Target Group:

Employers interested in hiring recent post secondary graduates from a science and technology program who completed their studies in biological, agricultural or veterinary science. Participants must be 30 years of age or less and Canadian citizens.

Contact: Jocelyne Martineau  
Phone: (450) 346-4494, #182 or  
Email: martineauj@agr.gc.ca

## New Food Safety Tool

A new publication to help farm direct marketers sell their food safely is available. **Marketing Food Safely – Farm Direct Advantage** provides in-depth information and helps you build a food safety plan for your business.

**Marketing Food Safely – Farm Direct Advantage** is available from the Alberta Farmers' Market Association. It's \$50 for AFMA members or \$90 for nonmembers. Call (780) 644-5377 or use the enclosed order form. Order yours today.

## Networking



Do you have a food product that you want on the menu of one of Alberta's fine restaurants? Then sign up for **Dine Alberta 2006**. Get your producer package at [www.dinealberta.ca](http://www.dinealberta.ca) or call Mary at (403) 381-5929. Application deadline - May 10, 2006.

**Fresh Grown Promotions** provides easy ideas to make money on your farm while **Fresh Grown Publicity** is an easy guide to getting news coverage—even if you know nothing about public relations or writing.

Both books are written by Jane Eckert & Diane Kline.

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

## Selling Food Safety

"Food safety grows our sales and market share because customers trust our brand. They won't trust our brand if we don't get it right," says the technical director of Tesco, one of the world's leading international retailers.

Customers assume that you have systems in place to ensure the safety of your products whether you're a giant retailer or a small farmers' market vendor. Your customers are driving the food safety trend.

Do you have a food safety plan in place? Are you following the good manufacturing practices for your premises, equipment, transportation, sanitation, storage, personal hygiene and pest control? Are you familiar with the on-farm food safety programs that apply to your operation? Do you know the food safety requirements of potential buyers?

Sales and customer service is about meeting or exceeding customer expectations. Know their food safety expectations. Make food safety a priority for

your business. Implement sound practices based on recognized standards. Train your staff so that they know what to do and how to do it.

Quality + Food Safety = Competitive Advantage

Once you have a solid food safety system in place with well trained staff, then focus on selling food safety. Imagine the impression you'll leave when you tell customers how you are looking after their safety. Be proactive about selling your commitment to food safety. A cautionary note! Sell them on what **you** are doing. Don't compare your business to the competition as this could leave your customers feeling that the farm direct industry is not serious about food safety.

Food safety can be a competitive advantage. How good a job are you doing?

Betty Vladicka, Agri-Food Systems Branch  
Food Safety Division, AAFRD  
(780) 427-0840

**NEW** toll free number for Alberta Ag Info Centre. Do you have an agriculture question?

Call **310-FARM** (out of province (403) 742-7901)



2006

**AFMA Regional Workshop – Peace**

May 2, 2006

Grande Prairie Farmers' Market

Contact: Tyla Klassen

Phone: (780) 814-8224

Fax: (780) 814-8254

Email: [gpfarmersmarket@telus.net](mailto:gpfarmersmarket@telus.net)

Website: [www.gpfarmersmarket.com](http://www.gpfarmersmarket.com)

**NASFT Summer Fancy Food Show**

July 9 – 11, 2006

New York, NY

Website: [www.specialtyfood.com](http://www.specialtyfood.com)

**Country Cuisine**

July 16, 2006

Contact: Patty Milligan

Telephone: (780) 921-3657

Website: [www.countrysoulstroll.ca](http://www.countrysoulstroll.ca)

**Country Soul Stroll**

July 22 and 23, 2006

Sturgeon County

Contact: Sherri Levesque

Phone: (780) 939-4320 Ext. 222

**Alberta Farmers' Market Awareness Week**

August 7-13, 2006

Contact: Darlene Cavanaugh

Phone: (780) 644-5377

Email: [darlene.cavanaugh@gov.ab.ca](mailto:darlene.cavanaugh@gov.ab.ca)

Website: [www.albertamarkets.com](http://www.albertamarkets.com)

2007

**PACex International**

May 8 – 10, 2007

Toronto, ON

Website: [www.pacexinternational.com/](http://www.pacexinternational.com/)

# Upcoming Events

The Choice is Yours!

Bus tour, workshop or conference.

**The NAFDMA Convention is coming to Calgary, Canada!**

Farm income increases over \$5000 because of attendance at the NAFDMA convention for 81% of attendees.

The conference is structured to enhance profitability and encourage networking. You can choose to attend a bus tour, workshop, conference **or ALL three!**

- 3 day pre-conference **tour**. February 12-14, 2007.
- 3 day pre-conference **farmers' market tour**. Feb. 12-14, 2007.
- 1 full day of **workshops**. February 15, 2007.
- 2 full days of **concurrent sessions**. Feb. 16-17, 2007.
- **Trade show**. Feb. 15-17, 2007.

**Pre-conference Tours:**

The NAFDMA pre-conference tours are a **'school bus on wheels'**. You'll visit operations that **exemplify best management practices**. After the tour stops and while in motion, NAFDMA board members and Alberta representatives guide discussions, critique stops, capture nuggets and facilitate sharing and networking.

The tours focus on **Alberta's top farm direct/ag tourism operations** along the Cowboy Trail. They highlight Alberta's long and proud ranching history. Each stop offers a multitude of learning opportunities.

Contact: Kerry Engel  
Phone: (780) 349-4466  
[www.nafdma.com](http://www.nafdma.com)



For your free subscription to the Alberta Agri-preneur newsletter, contact Darleen Lynes at the Agri-preneur office:

(780) 349-4466—Westlock

**Farm Direct Marketing**

- Kerry Engel, Westlock, (780) 349-4466
- Karen Goad, Grande Prairie, (780) 538-5629

**Ag Tourism**

- Sharon Stollery, Stony Plain, (780) 968-3514

**Business Commercialization**



- Daylin Breen, Leduc, (780) 980-4226
- Janice McGregor, Stony Plain, (780) 968-3553

**Business Management Specialist**

- Morley Kjargaard, Olds, (403) 556-4316

**Ag Info Centre**

- Kathy Bosse, Stettler 310-FARM (3276)

 Dial 310-0000 for toll free access.  
 To E-mail these specialists: [firstname.lastname@gov.ab.ca](mailto:firstname.lastname@gov.ab.ca)



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



**Mark Your Calendar - Dine Alberta - September, 2006**

*Creative...Visionary...Positive...Networked...Innovative...Market Focused...Risk Taker...*