

New Venture Coaching

Kathy Bosse & Marissa Brewer
New Venture Specialists

New Venture Coaches

- Work with new and existing producers and small processors to help them develop a new business idea or expand their existing business



Who do we work with

- Producers and Processors
 - Must be farming in Alberta
 - Must have a processing facility in Alberta
- Producers
 - Livestock
 - Crops
 - Horticulture
 - Bee Keepers
- Processors
 - Food
 - Non-food



What can we help with

- Understanding the marketplace and trends
- Defining your customer base and their needs
- Creating business, marketing and financial plans
- Understanding the regulations



What can we help with

- Determining cost of production
- Pricing products for various market channels
- Understanding funding options
- Connecting with the right people and needed services
- Finding resources



Our Process

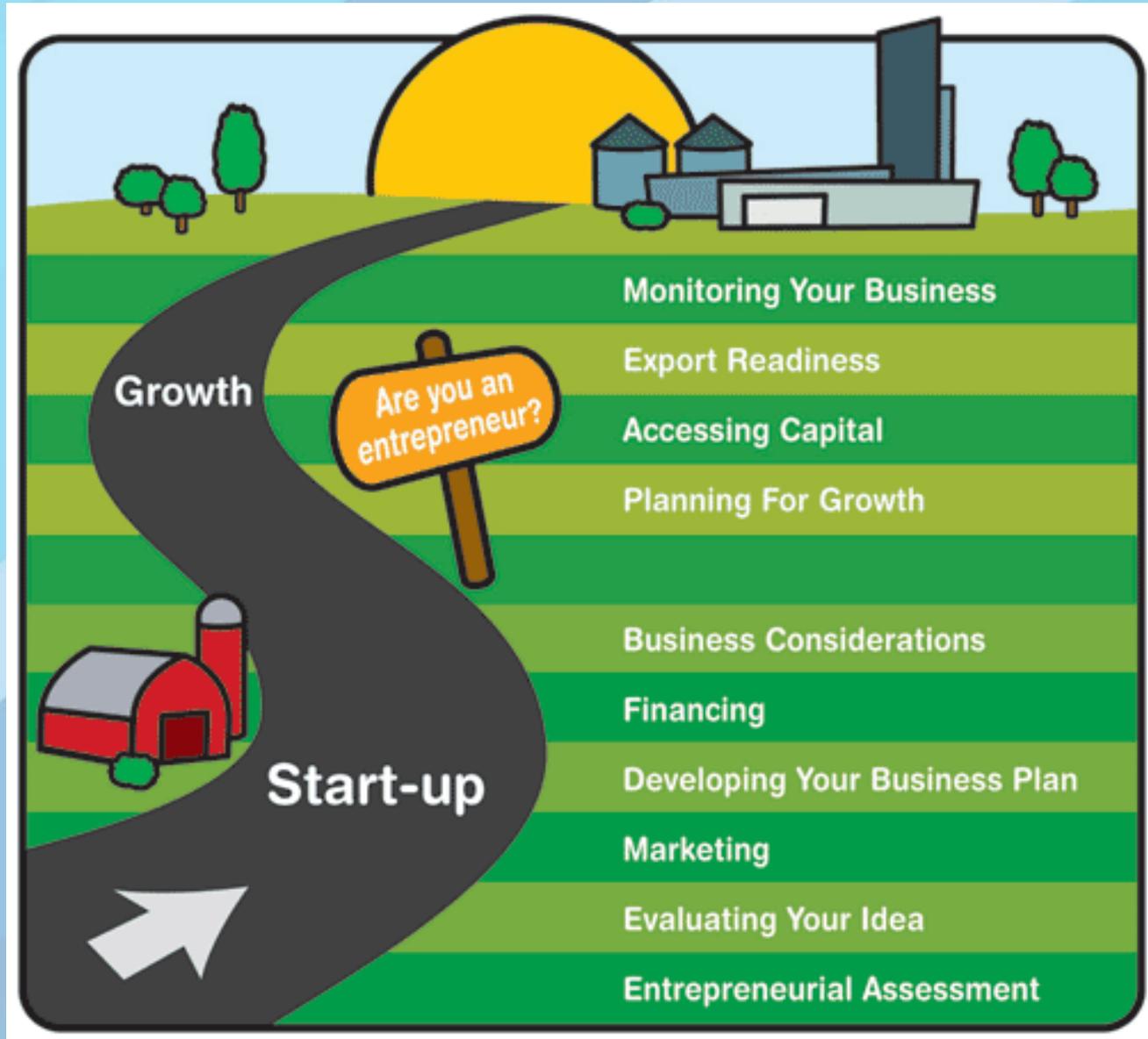
- Ask the tough questions
- What is your story
- You make the decisions



We provide

- Information and tools
- Help clients assess their needs
- Help clients connect with the resources they need
- Networking opportunities





Meat Industry

- What are we hearing
 - Organic
 - Goat meat – Halal
 - Federal vs Provincial
 - Diversified livestock - rabbit

Our clients connect via

- Phone – 310-FARM (3276)
- E-mail
- Referrals
- Trade shows and workshops
- Meet one-on-one



Questions

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