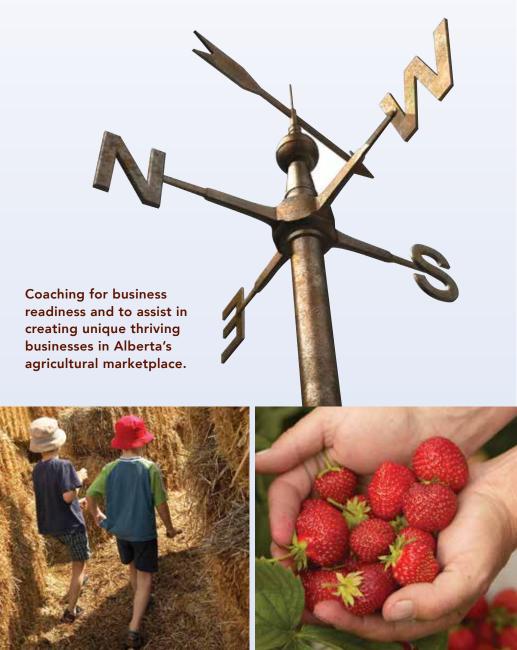


connecting you with the resources you need



## **Agribusiness and Agritourism**

Sound familiar? If you're a producer or small processor in Alberta, the answer is probably yes. Agribusiness and Agritourism represent two of the fastest-growing areas of opportunity in Alberta. Here's another term for you: **New Venture coaching**.

Maybe that's not as familiar, but if you're hoping to break into Alberta's prosperous agriculture industry, or planning to expand your existing ag-based operation, it's a term you should get to know.

There are lots of opportunities and many paths you can follow to develop your idea into a successful business. Alberta Agriculture and Rural Development's **New Venture coaches** will assist in providing the information and tools you need to make smart choices for your business. They can provide ongoing support and help connect you with other industry professionals, all in an effort to assist with the success of your venture.

## Ready to help

Whether your Alberta business involves growing a crop or raising an animal, if you're a food or non-food processor, or if you're involved in Agritourism, help is available.

**New Venture coaches** can provide information and tools for you and your staff – by telephone, email or in person – to connect you with the resources and people you need to help you succeed.

Give them a call and get your business moving in the right direction.







• Diversified Crop and Livestock Production

 Food and Non-food Processing

• Meat Processing

Organics

• Farm Direct Sales

Agritourism

## We can help with:

• Determining cost of production

 Understanding the marketplace and trends

 Defining your customer base and their needs

 Creating business, marketing and financial plans

Understanding regulations

 Understanding and accessing funding sources

 Pricing products for various market channels







connecting you with the resources you need

If you're thinking of expanding your ag-operation, it's never too early to begin planning. A New Venture Coach can help you get started and coach you every step of the way.

Contact a New Venture coach:

310-FARM (3276)

Alberta Ag-Info Centre









