

new venture

connecting you with the resources you need



Coaching for business readiness and to assist in creating unique thriving businesses in Alberta's agricultural marketplace.



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.



Talk to us about:

- 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



new venture

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

Canada 

Alberta 
Government

Growing Forward 
A federal-provincial-territorial initiative

