

Alberta *agri*-preneur

New Markets · New Trends · New Directions.

Timely, incisive and creative ideas for the agriculture entrepreneur.

Stay Ahead Of The Herd

Agriculture – traditional industry or the wave of the future?

It's all about perspective. As an agri-preneur you probably already look at things a little bit differently. You talk to your customers face to face. You answer questions about your agricultural products that you assumed were common knowledge. You made changes in your business as a result. You understand that there is life in agriculture beyond traditional commodity production. But do you know what the next big thing is?

Trend tracking isn't just for high tech companies. It's something you can do to keep your business ahead of the herd. Scan the headlines of major newspapers. Think about the themes in those headlines. Now ask yourself, "What could that mean to my business and the products I produce?"

In this issue of the Alberta Agri-preneur we take a look at two global trends and identify opportunities for our agriculture industry – to produce a product, provide a service, or fill a need. Concern for the environment and increasing childhood obesity are not going away any time soon. What are the opportunities for agri-preneurs?

Trends provide options

British Columbia is already responding to childhood obesity with their School Fruit and Vegetable Snack Program. It provides agricultural producers with new markets and a demand for unique packaging. Could you fill that niche if the province of Alberta moved in a similar direction?

Good for your farm, good for your business

An Environmental Farm Plan is good for the long term health of your farm, but it may also position your business to meet up and coming trends. Your customers want to know that you're aware of their concerns. They may be more inclined to buy from you if they feel they're supporting an environmentally friendly farm. Not only that, but one day you may be able to profit through the sale of environmental goods and services.

Remember it's all about perspective. Next time you read a newspaper or watch the news be proactive and consciously think about the stories and their themes. What could they mean to the agriculture industry? How might your farm benefit? This exercise won't always result in a major change in your business, but it's a practice that could identify your next big opportunity.



Sharon Stollery

Take to the Streets...

I wish I could find a . . .

New this issue is our **grocery - wish list**.
Can you spot an idea you can use?

What creative connections can you make? Two themes emerge from this list.
What do you see? Can you change your packaging? Extend your product line?
Make or package products smaller?

The best ideas are customer sent. Listen to what your consumers are telling you.

Derrick and Shirley want:

- 1 a rice bag with a pour spout.
- 2 block cheese in a re-sealable package.
- 3 more pre-measured 100 calorie treats like the new chocolate bars.
- 4 skim chocolate milk.
- 5 re-sealable drinking boxes so you can finish them later and they won't spill.
- 6 pasta boxes that seal better.
- 7 Ziploc cookie packages.

Warning! This list is absolutely not scientific.
It's about idea generation and making creative connections.
All ideas and creative thoughts that result are completely your own doing.

Kerry Engel

Innovation.
Take an idea.
Modify it.
Adapt it.
Make it your own.



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Alberta Agri-preneur contributor & staff listing is available on page 12.
We welcome your comments. Email: 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



The Trendmaster's Guide: Get A Jump On What Your Customer Wants Next

By Robyn Waters

You can learn a lot from trends. Becoming a trendmaster can help you understand what's going on in the hearts and minds of your customers. Robyn Waters' book *The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next* clarifies the difference between a trend tracker and a trendmaster, "a trend tracker looks at the signs to help his or her business *stay up to the minute*. A trendmaster, however, uses the trend information to *determine where that minute is going*." Trendmasters start out by observing a trend, then translate that trend information into a direction that makes sense for their company and their customers.

The Trendmaster's Guide is a quick and stimulating little read. The book is a collection of relevant tips and useful stories, organized from A to Z. Here are snippets of my favourites:

B is for **Big Picture**: With the amount of information streaming at us each day it's hard to see the forest for the trees. Step back—way back and ask yourself if you are asking the right questions. The most important thing is to look at the problem through the lives and eyes of the end customer.

I is for **Intuition**: Facts and figures are important and shouldn't be ignored but they aren't the whole story. Einstein was a pretty smart guy. He said, "Not everything that can be counted counts, and not everything that counts can be counted." Remember to trust your gut.

O is for **Observation**: Yogi Berra said, "You can observe a lot just by watching." Pay attention and practice your watching skills. Try this test. Carefully read the sentence below, and count the number of Fs in the sentence. Reread it again, carefully.

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC
STUDY COMBINED WITH THE EXPERIENCE OF MANY YEARS.

There are six Fs. Only 15 percent of the readers who try this get them all. Most people count only three Fs. We tend to miss the Fs in the *of*s. In fact, you did see the Fs in the *of*s, but you failed to count them. Since *of* is phonetically *ov* the verbal cue overrode the visual cue and forced the wrong conclusion in your brain. By the way, children who can't yet read get six Fs every time. Let go of your preconceptions and just watch.

V is for **Voracious Appetite for Knowledge**: Trendmasters tend to be very curious people. They exhibit a voracious appetite for knowledge. Louis Ross, chief technologist for Ford Motor Co., says, "In your career, knowledge is like milk. It has a shelf life stamped right on the carton." The implication is that if you are not adding to what you know on a regular basis your career is going to turn sour, fast. Read, learn, do, experience. Spread the wisdom.

Y is for **Yum, Yuck and Yawn**: This is the trend taste test. This is how your gut feels when you are pressured with a pending decision. When something feels right, it's your intuition saying Yum—go with it! If it doesn't feel right, that's a Yuck—forget it. And a yawn? If you're bored, don't you think your customers will be, too?

Waters' book is packed with insight, intuition and inspiration. It's a quick read. You'll learn something new. Enjoy the adventure. And yes, I do have a voracious appetite for knowledge. Want more reading? Email me at daylin.breen@gov.ab.ca and I'll send you my recommended reading list.

Daylin Does Books:
Read All About It



Head, Handbag and Heart

The 3H Design Theory (Head, Handbag and Heart) explains the basic reasons a customer buys something.



The head is about need: "I'm out of toothpaste, time to buy."



The handbag is about price and value: "It's on sale, so I'd better stock up."



The heart is about desire: "I love that and I have to have it."

Case Study **environmental goods & services**

The Power of Pure, Pristine and Clean

What Are Environmental Goods and Services?

Described as the environmental benefits that result from sustainable production, environmental goods and services are a good news story. Although frequently equated to carbon credits, environmental goods and services include clean air, clean water, water supply, carbon storage, biodiversity, healthy soils and scenic vistas.

Is There a Market?

Although not usually included in market estimates, demand for environmental goods and services, including "green" products will likely increase as concerns about global climate change, toxic substances, and "soot and sewage" problems continue to mount.

The global market for environmental goods and services is growing fast. Statistics Canada determined that Canada's environmental goods and services industry reached \$19 billion in 1997.



What Are the Challenges?

The fundamental challenge in providing environmental goods and services from private lands is a lack of meaningful mechanisms to support the costs. In the absence of well-functioning markets, a major problem is the identification, quantification and valuation of the demand for environmental goods and services. Many issues remain to be resolved and clear policy direction is needed.

Why Is There Interest?

As business managers recognize that environmental concerns may provide a market advantage, various environmental labels for products and services emerge (e.g. natural, recyclable, eco-friendly, low energy, recycled content, etc.). These so-called **ecolabels** simply indicate environmentally friendly practices and may present a real opportunity for business growth. For instance, in the USA beef sold under the "natural beef" label has grown to a market value of \$1 billion.

*Karen Goad, Jodi Stevenson,
Rachid El Hafid (780) 968-3515*

The Next Cash Crop... a carbon credit case example

The global trade in carbon dioxide (CO₂), the principal culprit for climate change, is starting to boom as the European Union's (EU) market in carbon emissions gets off the ground.

The Canadian government views agriculture as more of a solution than a contributor to Canada's climate change problem. Policy makers identify agriculture as an important source of offsets (carbon credits) to large industrial emitters. In fact, without agriculture at the table, Canada won't have a carbon credit market.

The forestry and agriculture sectors have the potential to be significant players in a carbon-reduced future. The stored carbon may provide carbon "credits" that could be traded in an evolving greenhouse gas (GHG) market and help to underwrite some of the costs to switch to more environmentally benign land and forest management practices. This results in a host of environmental benefits the least of which, perhaps, is the reduction of greenhouse gases. Emission reduction credits could become a new revenue stream for Alberta farmers. Estimates of potential revenues in the carbon market point to a business opportunity for Alberta farmers of over \$700 million from 2008 to 2012.

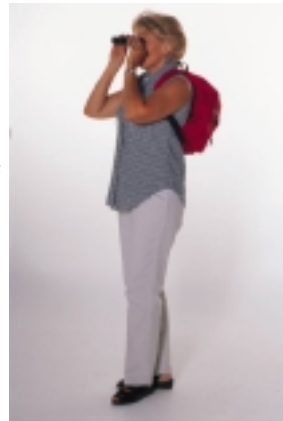
Agri-preneurial Opportunity

The value of environmental goods and services is not yet recognized in the traditional marketplace so they provide no direct economic return for producers. But the environmental story is a happy one. Farmers who care for their land by incorporating native wetlands, woodlots, scenic vistas and environmental best practices into farm direct or ag-tourism business opportunities reap the benefits. Diamond Willow Range Ltd, TK Ranch, Canadian Rocky Mountain Ranch, Highwood Crossing and a7 Ranche are just some of the Alberta businesses doing it and selling their niche products at a profit to high end restaurants and retail stores.

Demographer David Foot reports that we spend more on bird seed and squirrel food than professional sports. Birdwatching is the number one hobby of Canada's baby boomer population. It's the perfect complement to wetlands or a small woodlot on agricultural land and could be developed into a profitable business opportunity. Add hiking or nature trails or offer trail riding and you've got an integrated ag-tourism venture.

People want to eat while they're being entertained. Sleuth out sustainable new products such as disposable birch fibre utensils and use them in your on-farm foodservices. Unlike plastic, wood fibre utensils can be composted or burned in the campfire after use.

Add shopping to the experience. Rustic aspen furniture, natural crafts, woven willow designs, free range beef or pastured pork, frozen ethnic entrees or heritage fruits can all add value to your operation and the environment. Provide a sustainable eat, shop, experience event and you'll get customers coming back time and time again.



The Future is Bright

Agricultural producers may find unexpected economic benefits by participating in reducing greenhouse gas emissions. To enter the carbon credit market farmers and woodlot owners need to know the best options available to them, the transactions mechanics, the regulatory rules, and have a business case that shows the economic benefits of adapting best management practices (BMP) to mitigate greenhouse gases.

Case Study **obesity**

Taking A Bite Out Of Childhood Obesity

Cooking up a Solution

The news is full of stories on the alarming increase of overweight children. Childhood obesity is now an international health priority. What does that mean to you as an agri-preneur? Are there opportunities for you to investigate?



According to a 2004 Statistics Canada survey, 8% of Canadian children aged two to 17 (about 1/2 million people) were obese.



Alberta recorded a childhood obesity rate of 22%.



Obesity is linked to an increase in Type 2 diabetes, heart disease, hypertension and some types of cancer as well as a wide range of other illnesses.



Factors behind the rising obesity in children include increased fast food consumption, super-sized portions, unhealthy food at school, proximity of convenience stores to schools, less exercise and more TV, video game and computer use.



Some schools are regulating the types of food offered in their school cafeterias and vending machines and reinstating daily physical fitness activities.



Lunchtime clubs focusing on nutrition and physical activities and **farm-to-school** projects help curb the obesity crisis.



In British Columbia's lower mainland an innovative new program called the "**School Fruit and Vegetable Snack Program**" promotes healthy eating by providing one serving daily of B.C. grown fruits or vegetables to children in elementary schools around the province.



Vegetable gardens at school, using more fresh produce in school cafeterias and involving kids in cooking are other ways schools are increasing awareness of healthy food choices.

Luring Consumers With Grab-and-Go Products

Two very important questions to ask when marketing a product are:

- Does my product meet a need?
- What is unique about my product?

The product does not always have to be unique; sometimes it is the delivery mechanism that is unique. Have you ever tried to market your food product to local schools for their cafeteria or school lunch programs?

Local sports clubs, boy scouts, and girl guides appear at the door selling chocolates, cookies and popcorn to raise money for their activities. Companies like Stawnichy's regularly sell kubasa and other sausages to groups as a fund raising activity. Can you sell your products this way as well?

The following web sites provide "how to" information and some success stories:

- www.fundraisingknowhow.com
- www.fundraiserhelp.com
- www.indeygo.com

Vending machines are prevalent in many schools. Is there a way to package and market your products to appeal to students and replace the usual chips, pop and chocolate bars? Sunkist's Fun Fruits, sliced fruits with names like Orange Smiles, Apple Grins, Pineapple Pals and Giggling Grapes are available in half-cup serving sizes in the U.S. They also sell packages of Carrot Kidders, bite-sized carrot pieces. People want the convenience of a sliced washed, ready-to-eat snack. That is why grab-and-go containers of soups and other foods are so popular. Does your product meet the profile of a convenient, healthy, low calorie food?



Grade 5 students,
Jack Kemp Community School, Lloydminster,
Teacher: Mrs. L. Henry

What Do Kids Really Think About Food?

Everyone agrees that the best time to establish good dietary habits is in childhood. According to a class of grade 5 students eating healthy is important to them.

- “Because you will stay alive longer.” - Tyson
- “So you can stay in shape and help make arm and leg muscles big.” - Jacey
- “If you don’t eat healthy you will have rotten teeth.” - Evan
- “So you don’t get sick.” - Loreena

But it's not always easy to get kids to eat what's good for them. However, you may be surprised to find that kids like fruit (especially apples) and will often choose healthy snacks over junk food if they are available. Of the 17 children interviewed, seven listed a type of junk food as their favorite snack while ten listed a fruit or vegetable as their preference.

- “Mini apples because they taste sweet.” - Kytana
- “Bananas because they are healthy and they taste really good.” - Jasmin
- “Carrots and Ranch dressing because I like it and it’s good for you.” - Tanner
- “My favorite snack is BBQ chips because they taste great.” - Nathan
- “Chocolate cake because it is filled with chocolaty goodness.” - Katie

So, what did they have in their lunch?

- “A cheese string, a yogurt, an apple and a sandwich.” - Samantha
- “A pizza pocket and a juice.” - Tyler
- “Noodles, dunkaroos, rice krispie squares and chocolate milk.” - Shanice

What would they like in their lunch?

- “A sandwich, a fruit, and a veggie.” - Kolten
- “A grill cheese and a milk.” - Ryley
- “Pizza and Sunny D.” - Chelsea
- “Ice cream, apples, bananas, cookies and chocolate bars.” - Nick
- “three snacks, two drinking pockets, and 1 microwave thing.” - Johnathan

It appears that some kids know what foods are good for them and understand why they are important. The comments from these students indicate there may be opportunities for enterprising producers to provide healthy snacks and lunches for school children. Check it out.

“Bad health may be something that ‘snacks’ up on you. What’s in your lunch?”



Janice McGregor, Kathy Bosse, Jodi Stevenson

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The Shocking Truth About Your Image

Four bizarre reasons customers may not like you. *By Jeff Mowatt*

Whether it's fair or not, we are often judged on first impressions. This harsh reality is nowhere better seen than in today's ultra-fast business world where customers size-you-up in a nano-second based on your personal image.

Ironically, when corporations bring me in to speak at conventions on how to boost customer retention, I often find that there's been little or no professional training for employees about personal image. Since it's often awkward to confront employees on these sensitive issues, you need some ammunition to make the task easier. Here are 4 image-related reasons that customers may not like you or your employees. Incidentally, customers will never tell you these reasons to your face – they'll simply do business elsewhere.

1. You look different than expected

Customers prefer conducting business with individuals who meet their visual expectations. So if you want to keep customers, dress in a manner that customers expect. A plumber dressed in an Armani suit makes the client uncomfortable. An alderman in khaki shorts would shock the council members of City Hall. A waitress with too much makeup, sporting tattoos and body piercings would likely put off a patron in an upscale restaurant. On the other hand, a bartender in a conservative suit and tie may appall a customer in an alternative nightclub.

"But that's not fair!" decry so many employees at the thought of being told what to wear. Again, first impressions may not be fair, but they are the realities of the business world. You hire employees to take care of customers - not for the sake of expressing their sartorial individuality. They can do that on their own time. Your job as a business owner or manager is to create an environment, including staff wardrobe, where your customers feel comfortable.

The most effective way to convey this message to employees is to have a written dress code. When writing your code, it's best to check with an attorney for the laws that

apply in your jurisdiction. The great thing about a dress code is it often weeds out wood-be applicants who wouldn't feel comfortable in that environment. That's better for everyone.

2. You're hard to understand

Customers don't want to strain themselves to understand front line staff. If you or other employees don't speak the local language clearly, then customers will generally go to your competitors where they won't have to work so hard to communicate – or to spend their money. This is doubly important when speaking on the telephone, where customers don't have the benefit of non-verbal communication to help them interpret what's being said.

This concept has nothing to do with discrimination based on ethnic differences or nationality. It has to do with basic communication skills that are essential to do the job. If it's a question of improving your knowledge of the local language, then take courses until you're fluent and easy to understand – not just enough to get by.

3. You exaggerate

Don't exaggerate to tell customers what they want to hear. If a task will take 15 minutes to complete, don't say, "It'll only be 5 or ten minutes." This is called lying. Customers hate that. Organizations that stay in business over the long term, adhere to the age-old adage, *under promise and over deliver*. 'Nuff said.

4. You're indiscreet

'Indiscreet' describes the cashier at a self-serve gas station who chatted with his friends while I entered to pay. He barely stopped his conversation with his buddies to take my money. I felt like I was crashing a private party. I never went back.

While this obvious display of rudeness is relatively rare, a much more common example is when employees converse amongst themselves in front of the customer. Numerous times I've been on

airplanes when the flight attendants, while rolling food carts down the aisles, are so engaged in their personal conversations that they barely stop long enough to take the dinner orders. Meanwhile every passenger has to listen to their private conversations, whether they want to or not.

To top-off the indiscretion list, far too many employees inadvertently tell customers more than they want to hear. For example, when a customer asks a front line employee, "How are you?", they really don't want to hear complaints. It's just a greeting. Yet some employees take this as an excuse to complain with, "Oh, I'm 60-40", or as a security guard once told me, "I'm vertical." (Yikes)! Some employees respond with, "I'll be great when my break starts." In other words, the employee will be happy as soon as he or she can get away from their job and us – the customers. All of these indiscretions make customers wish they were dealing with professionals.

There is hope

Awareness of these problems is half the battle. A lot of employees simply don't realize they're committing these offenses. Another part of the solution is training. Bringing in a professional trainer to address the employees as a group provides the advantage of third party objectivity, in a fun non-threatening manner. One thing is clear though, if you do nothing about these issues, your business will continue to suffer without anyone else telling you why.

Jeff Mowatt, CSP is an international speaker and corporate trainer. His focus is, "The Art of Client Service... Influence with Ease."® For tips, self-study kits, and information about booking Jeff visit www.jeffmowatt.com or call 1-800-jmowatt (566-9288).

For reprinting of this article please contact Jeff Mowatt at: info@jeffmowatt.com

Canadian Agricultural Skill Service

By JENNIFER ISAAC

Perry Phillips just completed a course at the University of Alberta, a two-hour drive from his farm operation near Vilna.

“Learning is fun,” says Phillips, who is also a workshop facilitator with Alberta Environmental Farm Plan. “A lot of people assume they’re too old to learn, but what they may not realize is there are courses specifically designed for adult learners. The experiences that adult learners bring to a course enrich the program.”

At 42, Phillips, a fourth-generation farmer and father of two is upgrading his skills to make himself more marketable. His education is courtesy of the federal/provincial Canadian Agricultural Skill Service (CASS) program which helps Alberta farmers develop skills to improve farm practices and increase off-farm income.

“The goal of the CASS program is to assist new and established farm families improve their income by developing new skills in an increasingly complex business environment,” says Anita Lunden, of Alberta Agriculture.

Alberta Human Resources and Employment (AHRE), Alberta Agriculture, Food and Rural Development and Agriculture and Agri-Food Canada are partners in the program.

Until March 31, 2008, up to \$13 million is available to Alberta farmers and their families to help cover the costs of training, books and course fees.

“The program can help farmers capture new opportunities in agriculture,” continues Lunden. “We had a large percentage of farmers with incomes of less than \$25,000. These people need something now. There is no quick-fix to turn farm incomes around.”

In addition to preserving the rural farm lifestyle the program contributes to rural profitability.

Lunden notes, “Through CASS farmers can take more training and they don’t have to leave the farm.”

Farm families can train to improve their farming practices, take advantage of other business opportunities or obtain off-farm employment. This may include formal training such as college courses or more informal training like workshops or shorter courses.

There’s no question in Perry Phillips’ mind that his education is contributing to a better quality of life for his family. “I want to keep the options open,” he says. “You never know - it might lead to something else.”

Phillips was recently contracted by Olds College to design a facilitator’s guide. He’s convinced it’s because of his training and experience.

“Without CASS, my education would have been a very slow process,” he says.

You and your spouse are eligible to participate in the CASS program if:

- You are an established producer with gross farm sales of at least \$10,000 per year OR you own a 20 per cent share of a farm corporation, cooperative or other farm group enterprise, with \$10,000 annual gross farm sales;
- You are a beginning farmer;
- In either case, you have a net family income of less than \$45,000 and you have been out of school for two years and are not receiving Employment Insurance Part II funding for training.

For more information about CASS:

- www.agric.gov.ab.ca (search for Renewal Services)
- Ag Info Line at (866) 882-7677

AgChoices 2006: Discover What’s Right On The Farm

On February 15, 2006, speakers and local industry experts will be at Westerner Park in Red Deer as part of AgChoices 2006: Discover what’s right on the farm. This one-day event will provide the Alberta agricultural industry with a wealth of information on the various programs, services, and tools available through Alberta Agriculture – tools that contribute to the farm’s success. Keynote speakers will focus on how to thrive in the “new” agricultural industry. Honorable Doug Horner, Minister of Agriculture, will share his views on agricultural opportunities in Alberta.

The cost for AgChoices 2006 is \$95/person or \$75 each for two or more people registering from the same operation. Student price is \$45.

To register, please call the Ag-Info center at (866) 882-7677.

For program information call Shari Smith at (403) 340-5375 or email shari.smith@gov.ab.ca.

Networking

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AG TOURISM

- Agdex 888-8 Opportunities in Ag Tourism Ventures
- Agdex 888-9 New Venture Guide to Ag Tourism
- Agdex 888-7 Biosecurity Considerations for Ag Tourism Ventures

We also have 2 new publications for use by **ag tourism clusters**:

- Agdex 888-5 Establishing Ag Tourism Routes
- Agdex 888-6 Coordinating Ag Tourism Familiarization Tours

FARM DIRECT MARKETING

- Agdex 400/845-1 ...Selling Meat at Alberta Approved Farmers' Markets
- Agdex 420/845-1 ...Selling Freezer Beef
- Agdex 430/845-1 ...Selling Freezer Lambs
- Agdex 430/845-2 ...Selling Lambs at Alberta Approved Farmers' Markets
- Agdex 440/845-1 ...Selling Freezer Pork
- Agdex 450/845-1 ...Selling Freezer Chicken
- Agdex 845-13 ...Direct Marketing Meats... Getting Started

To order your copies of these new publications contact (800) 292-5697 or go to www.agric.gov.ab.ca and look under *Publications & More*.

Now Available: Bakery Profile

An Alberta Wholesale Bakery Industry Synopsis profiling the Canadian market situation and providing a snapshot of Alberta's commercial bakery sector was recently released.

To obtain a copy contact Nicola Stevens at (403) 948-8511 or email nicola.stevens@gov.ab.ca

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www.dinealberta.ca

From Farm to Market – Safely

Confidence in food safety is one of the most important factors for food purchases according to a recent consumer survey. Consumers also believe that if a food safety problem were to occur it would likely happen during processing or on the farm. Eighty five per cent of Canadians are concerned about the safety of their food.

Marketing your food safely is not a fad or trend; it's the way to do business. To help you in your marketing efforts, Alberta Agriculture staff wrote **Marketing Food Safely – Farm Direct Advantage**.

Marketing Food Safely uses three different case examples to illustrate the food safety issues that farm direct marketers face and to present the elements of the prerequisite programs. Prerequisite programs are the universal steps that need to be implemented to ensure safe handling of food. This manual focuses only on the safe marketing of food and does not discuss production issues.

This education tool, which combines a workbook with a reference manual, can be completed at home as your time permits. You will have your own food safety plan upon completing the exercises found throughout the manual. You can then set your priorities on the actions that need to be implemented to get your food products safely to the marketplace.

Marketing Food Safely – Farm Direct Advantage will be available late January 2006. For more information contact Betty Vladicka. Remember food safety is everyone's responsibility.

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



2006

Learn Agrifood Network Meeting

Jan. 10, Feb. 14, Mar. 14 and April 11/06
Rycroft, Peace River and Grande Prairie
Contact: Susan Meyer
Phone: (780) 538-5630
Email: susan.meyer@gov.ab.ca

Country Soul Stroll 2006—Kick Off

Meeting, Info Night & "Agri-Culture" Mixer
January 11, 2006
Morinville, AB
Contact: Tam Andersen (780) 921-2272 OR
Sherri Levesque (780) 939-8355
Email: tamandersen@albertacom.com
Website: www.countrysoulstroll.ca

Direct Marketing Berries

January 11, 2006
Cedar Park Inn, Edmonton, AB
Contact: AFFPA (Farm Fresh)
Phone: (800) 661-2642
Email: jonig@syban.net

Current and Emerging Issues In Food Safety

January 19, 2006
Rm. 1439, Red Deer College, Red Deer, AB
Contact: Carol Williams
Phone: (403) 340-5532 (dial 310-0000 first)
Email: carol.williams@gov.ab.ca

Alberta Farmers' Market Association Provincial Workshop & AGM

January 23-24, 2006
Leduc-Nisku, AB
Contact: Darlene Cavanaugh
Phone: (780) 644-5377
Email: director@albertamarkets.com

Opening Your Gates to Ag Tourism

January 24, 2006
Red Deer, AB
Contact: Tourism Red Deer
Phone (800) 215-8946

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February 8, 2006—Bon Accord, AB
February 10, 2006—Okotoks, AB
Contact: Jennifer Filip
Phone: (800) 296-8112
Website: www.agtourism.ca

Upcoming Events

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A conference created specifically for young people, aged 18-30 years, who are dedicated to staking out a future in the agricultural industry.
February 10-12, 2006
Red Deer, AB.
Phone: (780) 372-4021
Email: rockthefarm@hotmail.com

Options & Opportunities Agricultural Seminar

February 9, 2006
Camrose, AB
Contact: Jennifer Filip
Phone: (800) 296-8112
Email: jfilip@cre.ab.ca
Website: www.cre.ab.ca

Finding Agreement: Constructive Collaboration for Communities

February 23 & 24, 2006—Edmonton
March 16 & 17, 2006—Lethbridge
Contact: (780) 427-0519, Chinwe Okelu or
(780) 538-5630, Susan Meyer

FGSA Berry School

March 3 & 4, 2006
Red Deer, AB
Contact: John Goodwin
Phone: (780) 461-8299
Email: goodwin@earthworm.ca
Website: www.albertafruit.com

Growing Rural Tourism Conference

March 6-8, 2006
Camrose, AB
Contact: Colleen Reed
Phone: (800) 296-8112
Email: grt@cre.ab.ca
Website: www.cre.ab.ca

Canadian Beef School: A Look Under the Hide

March 29 - 31, 2006
Olds, AB
Contact: Jim Hansen
Phone: (403) 653-5132 (dial 310-0000 first)
Email: jim.hansen@gov.ab.ca

Canadian Pork School (Pork 101)

April 5 - 7, 2006
Olds, AB
Contact: Bert Denning
Phone: (780) 674-8247 (dial 310-0000 first)
Email: bert.denning@gov.ab.ca



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- Janice McGregor, Stony Plain, (780) 968-3553

Business Management Specialist


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


Cosmetics/Natural Personal Care Bioproducts Initiative

- Kathy Lowther, Airdrie, (403) 948-8537

Ag Info Centre

- Kathy Bosse, Stettler (866) 882-7677

 Dial 310-0000 for toll-free access.

 To E-mail these specialists:
firstname.lastname@gov.ab.ca

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A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE

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