



Canadian Farm Business
Management Council



Value Plus™

Discover a New Crop of Opportunities for Your Farm

Attention all rural based entrepreneurs who want to learn how to tap into new value added opportunities from idea to market.

The Canadian Farm Business Management Council (CFBMC), in partnership with the B.C. Ministry of Agriculture and Lands, Business Development Program and the Small Scale Food Processor Association, is holding a two day workshop that is ideally suited to anyone wanting to start a new farm-related enterprise or to diversify an existing operation.

The two-day *Value Plus™ – A Quest for New Farm Value* workshop is facilitated by **Gary Morton**, co-author of *Building Added Value Through Farm Diversification*.

For only \$85.00 (inc. GST) for both days learn to take a value-added idea and follow it from conception through the development process to finding a specific niche in the marketplace.

Workshop dates:	Monday, October 26, 2009 & Thursday, December 3, 2009
Time:	9 am to 4pm
Location:	The Prestige Rocky Mountain Resort & Convention Centre 209 Van Horne Street South Cranbrook, BC V1C 6R9 Email: Cranbrook@PrestigeHotels.ca Phone: 250 417-0444 Fax: 250 417-0400 Toll Free: 1 877-737- 8443
To Register:	B.C. Ministry of Agriculture and Lands 205 Industrial Road G.. Cranbrook, BC V1C 7G5 Phone: 250 489-8507 Email: Darrell.Smith@gov.bc.ca

Your business deserves the best!

We're bringing a two-day *Value Plus™ – A Quest for New Farm Value* workshop to **Cranbrook**. For your convenience, the workshops are split into two, one day sessions about five weeks apart.

For more information and to register, contact the **B.C. Ministry of Agriculture and Lands office above**.

Due to limited space please register early, registrations will close October 16, 2009. Please make cheques payable to the **Small Scale Food Processor Association**, <http://www.ssfpa.net/>



WORKSHOP AGENDA

DAY #1		DAY #2	
9:00 AM	1.0 INTRODUCTION	9:00 AM	1.0 MEET AND GREET
	1.1 Meet & Greet 1.2 What is an Agra-vator? 1.3 Introducing the "Squidget™" 1.4 The Changing Agriculture Landscape 1.5 Trends Happening on the Farm 1.6 Top Emerging Trends Affecting Agriculture 1.7 Top 10 Global Food Trends	9:15 AM	6.1 Development 6.2 Packaging and Labeling 6.3 Regulations and Certifications 6.4 IP Protection CASE STUDY
10:00 AM	MORNING BREAK	10:00 AM	MORNING BREAK
10:15 AM	2.0 VALUE ADDING	10:15 AM	7.0 BUILDING A VALUE ADDED BUSINESS
	2.1 Adding New Value 2.2 Commodity Production Verses Value Adding 2.3 Finding New Value In what You Already Have 2.4 Biggest Challenges to Value Adders 2.5 Biggest Mistakes of Value Adders CASE STUDY		7.1 Building Business Success 7.2 Is Your Farm Business Efficient? 7.3 The SWOT Analysis
10:45 AM	3.0 VALUE ADDED PROCESS	11:15 AM	8.0 SKILL ASSESSMENT
	3.1 The Value Added Development Process 3.2 Nine Key Development Questions 3.3 Success Criteria 3.4 Traits of Successful Value Adders		8.1 Assessing Your Value Adding Skills 8.2 Developing a Mentoring Team 8.3 Check Your Entrepreneurial Horsepower CASE STUDY
11:15 AM	4.0 IDEA DEVELOPMENT		
	4.1 Where Do New Ideas Come From? 4.2 Market Chain Opportunity 4.3 Windows of Opportunity 4.4 Some Value Added Options for Farm Businesses CASE STUDY 4.5 Idea Scrum - Squidget™ Brainstorm Scrum Sheet		
12:00	Lunch	12:00	Lunch
1:00 PM	5.0 MARKETING	1:00 PM	9.0 RISKS WHEN VALUE ADDING
	5.1 Idea or Market Opportunity Evaluation 5.2 Market Opportunity 5.3 Market Research 5.4 Creating a Marketing Strategy 5.5 The 4 P's of Marketing		9.1 Failing Forward 9.2 Risk Management 9.3 Pilot Your Ideas First
		1:30 PM	10.0 PLANNING
			10.1 The Ship Metaphor 10.2 Planning for Success 10.3 The Strategic Plan Verses the Business Plan 10.4 The Succession Strategy 10.5 The Business Plan 10.6 Business Planning Warm Up
3:00 PM	AFTERNOON BREAK	3:00 PM	AFTERNOON BREAK
3:15 PM	5.5 The 4 P's of Marketing (Continued) 5.6 Branding CASE STUDY	3:15 PM	10.7 The Financials 10.8 How2 Fund Development of Your Ideas 10.9 Planning Conclusion CASE STUDY
4:00 PM	WRAP UP FOR DAY, ADJOURN	4:00 PM	WRAP UP COMMENTS



Canadian Farm Business
Management Council



Value Plus™ WORKSHOP

REGISTRATION FORM

Name: _____

Farm/Business Name: _____

Mailing Address: _____

Email address: _____

Location: *(Tick one)*

Farmington Quesnel Vernon Cranbrook Nanaimo Abbotsford

Number of participants attending: _____

Amount Paid: _____

(Please make cheques payable to the Small Scale Food Processor Association)

Receipt: No Thanks Emailed Mailed