



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 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. **(\$30 for additional farm participant)**

When you return to your farm business, you'll be able to:

<ul style="list-style-type: none"> Identify, find and qualify new value-added ideas and opportunities 	<ul style="list-style-type: none"> Understand the value-added development process and timelines
<ul style="list-style-type: none"> Create a simplified business plan 	<ul style="list-style-type: none"> Know how to finance the different stages of your new ventures
<ul style="list-style-type: none"> Follow a new product from conception to integration into the marketplace 	<ul style="list-style-type: none"> Put your ideas into action
<ul style="list-style-type: none"> Save time and money in the development process 	<ul style="list-style-type: none"> Examine case studies of real farm businesses that are successfully adding value

Your business deserves the best!

The *Value Plus™ – A Quest for New Farm Value* workshop is coming to a town near you. For your convenience, the workshops are split into two, one day sessions about five weeks apart. For more information and to register, contact one of these **B.C. Ministry of Agriculture and Lands offices**. Space is limited, so 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 Locations and Registration Information:

<p align="center">Farmington</p> <p>250 784-2559 Kerry.Clark@gov.bc.ca</p> <p><u>Dates</u> Friday, Oct 23, 2009 Monday, Nov 30, 2009</p>	<p align="center">Quesnel</p> <p>250 565-7205 Brent.Barclay@gov.bc.ca</p> <p><u>Dates</u> Saturday, Oct 24, 2009 Tuesday, Dec 1, 2009</p>	<p align="center">Cranbrook</p> <p>250 489-8507 Darrell.Smith@gov.bc.ca</p> <p><u>Dates</u> Monday, Oct 26, 2009 Thursday, Dec 3, 2009</p>
<p align="center">Vernon</p> <p>250 260-3012 Kevin.J.Murphy@gov.bc.ca</p> <p><u>Dates</u> Tuesday, Oct 27, 2009 Friday, Dec 4, 2009</p>	<p align="center">Nanaimo</p> <p>250 897-7518 Jill.Hatfield@gov.bc.ca</p> <p><u>Dates</u> Thursday, Oct 29, 2009 Saturday, Dec 5, 2009</p>	<p align="center">Abbotsford</p> <p>604 556-3057 Jennifer.Curtis@gov.bc.ca</p> <p><u>Dates</u> Friday, Oct 30, 2009 Monday, Dec 7, 2009</p>





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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

