



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)**

Workshop dates: **Tuesday, October 27, 2009 & Friday, December 4, 2009**

Time: 9 am to 4pm

Location: Best Western Vernon Lodge & Conference Centre  
3914 – 32<sup>nd</sup> Street  
Vernon, B.C. V1T 5P1

To Register: B.C. Ministry of Agriculture and Lands  
4607 – 23<sup>rd</sup> Street  
Vernon, BC V1T 4K7  
Phone: 250 260-3012  
Email: [Kevin.J.Murphy@gov.bc.ca](mailto:Kevin.J.Murphy@gov.bc.ca)

## Your business deserves the best!

We're bringing a two-day *Value Plus™ – A Quest for New Farm Value* workshop to **Vernon**. 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

<b>DAY #1</b>		<b>DAY #2</b>	
9:00 AM	<b>1.0 INTRODUCTION</b>	9:00 AM	<b>1.0 MEET AND GREET</b>
	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 <b>CASE STUDY</b>
10:00 AM	<b>MORNING BREAK</b>	10:00 AM	<b>MORNING BREAK</b>
10:15 AM	<b>2.0 VALUE ADDING</b>	10:15 AM	<b>7.0 BUILDING A VALUE ADDED BUSINESS</b>
	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 <b>CASE STUDY</b>		7.1 Building Business Success 7.2 Is Your Farm Business Efficient? 7.3 The SWOT Analysis
10:45 AM	<b>3.0 VALUE ADDED PROCESS</b>	11:15 AM	<b>8.0 SKILL ASSESSMENT</b>
	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 <b>CASE STUDY</b>
11:15 AM	<b>4.0 IDEA DEVELOPMENT</b>		
	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 <b>CASE STUDY</b> 4.5 Idea Scrum - Squidget™ Brainstorm Scrum Sheet		
12:00	<b>Lunch</b>	12:00	<b>Lunch</b>
1:00 PM	<b>5.0 MARKETING</b>	1:00 PM	<b>9.0 RISKS WHEN VALUE ADDING</b>
	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	<b>10.0 PLANNING</b>
			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	<b>AFTERNOON BREAK</b>	3:00 PM	<b>AFTERNOON BREAK</b>
3:15 PM	5.5 The 4 P's of Marketing (Continued) 5.6 Branding <b>CASE STUDY</b>	3:15 PM	10.7 The Financials 10.8 How2 Fund Development of Your Ideas 10.9 Planning Conclusion <b>CASE STUDY</b>
4:00 PM	<b>WRAP UP FOR DAY, ADJOURN</b>	4:00 PM	<b>WRAP UP COMMENTS</b>



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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