

Carving Your Niche in the Meat Marketplace

Date: Monday, November 27, 2006
Location: Ste. Rose Curling Rink

Agenda:

- 9:30 a.m. Registration & refreshments
- 10:00 a.m. Exceptional Customer Service – Myrna Grahn
- 10:30 a.m. The "Meating" Place
Two Manitoba meat processors share their steps to success in developing and growing their business
- 11:30 a.m. Building Networks to Cultivate Direct Farm Marketing
Take a trip to the North American Farmers' Direct Marketing Convention
- 12:00 noon Lunch
- 12:45 p.m. Small Farms Challenge – Cathey Day
- 1:15 p.m. Collaborating to Compete . . .
Profiting using a Value Chain Business Strategy – Myrna Grahn
- 2:30 p.m. Branding for Specialized Markets – Derrick Coupland
- 4:00 p.m. Evaluations & Door Prizes

Keynote Speaker: Derrick Coupland Blacksheep Strategy, Inc.



Derrick, one of two principals with Blacksheep Strategy, leads the brand strategy practice at the firm. His branding experience is extensive, having advised senior management at CanWest Global, Scotiabank's Agricultural Division, Monsanto and Shoppers Optical. He is often quoted as a branding expert for various national marketing and business journals. Derrick has taught Marketing Management at the University of Winnipeg and is regularly asked to speak on marketing and branding at various national conferences and industry association events.

Agri-Tourism

Date: Saturday, January 13, 2007
Location: Minnedosa Community Conference Centre

Agenda:

- 9:30 a.m. Registration & refreshments
- 10:00 a.m. Experiential Travel in Manitoba – Celes Davar of Earth Rhythms
- 11:00 a.m. Collaborating to Compete . . .
Profiting using a Value Chain Business Strategy – Myrna Grahn
- 12:00 noon Lunch – connecting with MB cuisine
- 12:30 p.m. Building Networks to Cultivate Direct Farm Marketing
Take a trip to the North American Farmers' Direct Marketing Convention
- 1:00 p.m. Small Farms Challenge – Cathey Day
- 1:30 p.m. Best Practices in Agri Tourism
 - Entertainment farming (corn maze, Halloween, petting animals)
 - Country vacations and B&Bs
- 2:30 p.m. Technology on the Agri-Scape –
GPS geo-caching to showcase communities – Celes Davar
- 3:30 p.m. Evaluations & Door Prizes

Keynote Speaker: Celes Davar Earth Rhythms



Celes is the 2005 recipient of the Travel Manitoba Award of Distinction, recognizing exceptional leadership in the tourism industry.

Celes is president of Earth Rhythms, a Manitoba adventure company that provides experiences that reflect customization, experiential learning and education. Collaborating with rural partners, Earth Rhythms seeks out niche markets, and creates imaginative programs that transform the ordinary into the extra ordinary. This tourism product development is based on understanding the needs of niche markets who seek out authenticity, honesty in travel and integrity in the way services are provided.

North American Farmers' Direct Marketing (NAFDMA) Convention Calgary, February 12-17, 2007

700 participants from the Farm Direct Marketing and Ag Tourism Industry from across North America are expected to converge in Calgary next February.

The convention is structured to enhance profitability and encourage networking. You can choose to attend a bus tour, workshop, conference or ALL three!

- 3 day farm direct/ag tourism bus tour: Feb.12-14
- 3 day farmers' market bus tour: Feb. 12-14
- 1 full day of workshops: Feb.15.
- 2 full days of concurrent sessions: Feb.16-17
- Trade show: Feb. 15-17

Contact:
NAFDMA
413-529-0386
www.nafdma.com
OR
Kerry Engel,
NAFDMA Director
Canada West.
Phone: 780-644-2967
kerry.engel@gov.ab.ca



We hope to organize a Manitoba Group Tour to Calgary for the NAFDMA Convention. Please let us know if you are interested in joining the group by December 1, 2006; Call Susan Nicoll @ 204-641-1454 or email: snicoll@gov.mb.ca



The Prairie Fruit Growers Association Presents

The 2006/07 Manitoba Direct Farm Marketing Seminar Series & Tour

Journey to Success...
One Seminar at a Time



- November 17, 2006
New Product Development
- November 18, 2006
MB Farmer Markets
- November 18, 2006
PFGA: Growing Opportunities
- November 27, 2006
Carving Your Niche
- January 13, 2007
Agri-Tourism

Registration includes Seminar & Meals

New Product Development - Nov 17	\$ 35.00 x _____ = \$ _____	} Deadline Nov 3, 2006
MB Farmer Markets - Nov 18	\$ 35.00 x _____ = \$ _____	
PFGA: Growing Opportunities - Nov 18	\$ 35.00 x _____ = \$ _____	
Carving Your Niche - Nov 27	\$ 35.00 x _____ = \$ _____	
Agri-Tourism - Jan 13, 2007	\$ 35.00 x _____ = \$ _____	} Deadline Jan 3, 2007
Total Due	\$ _____	

Conference Registration Form

Don't miss this valuable opportunity to meet and learn from the experts and leaders in the Direct Farm Marketing sector. See you there!

Name: _____

Business Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Please indicate if you require special meals due to allergies.

Mail or fax completed registration form and payment to:

Direct Farm Marketing Conference
c/o Ag Extension Centre
1129 Queen's Avenue
Brandon, MB R7A 1L9
Fax: 204-726-6260

Please indicate preferred method of payment:

- () Cheque payable to 'Direct Farm Marketing Seminar Series'
() VISA
() MasterCard

Card # _____

Expiry date: month _____ year _____

Signature: _____

New Product Development from Idea to Launch

Date: Friday, November 17, 2006
Location: Canad Inn, Portage la Prairie

Agenda:

- 9:00 a.m. Registration & refreshments
9:30 a.m. **New Product Development** - Randy Stoyko
- Do you have a great idea for a new food product? Attend this session to learn how to break the new product development process into a series of manageable and simple stages
- 12:00 noon **Lunch**
1:00 p.m. Small Farms Challenge - Cathey Day
1:30 p.m. **Building networks to Cultivate Direct Farm Marketing**
Take a trip to the North American Farmers' Direct Marketing Convention
- 2:00 p.m. **Collaborating to Compete. . .**
Profiting using a Value Chain Business Strategy - Myrna Grahn
- 2:30 p.m. **Food Development Centre** - a step on your roadmap to success
- Ron Brodie, Marketing Coordinator
- 3:00 p.m. **Food Development Centre Tour**
Evaluations & Door Prizes

Keynote Speaker:

Randy Stoyko
Director of Food Commercialization & Marketing with MAFRI

Randy has been involved in new product development with various companies such as Canada Bread, Hemp Oil Canada, Prairie Flax Products and a multitude of others. He brings a wealth of knowledge, experience and practical examples of what to do when you want to take your great idea for a new food product on the journey to a retail shelf.



Manitoba Farmers' Markets Growing Together

Date: Saturday, November 18, 2006
Location: Canad Inn, Portage la Prairie

Agenda:

- 9:00 a.m. Registration & refreshments
9:30 a.m. **The Model Farmer's Market** - Bob Chorney
- 11:30 a.m. **Where are We at in Manitoba?**
Facilitated discussion with:
- Bob Chorney
- 12:30 p.m. **Lunch**
1:30 p.m. **Building networks to Cultivate Direct Farm Marketing**
Take a trip to the North American Farmers' Direct Marketing Convention
- 2:00 p.m. **Small Farms Challenge - Cathey Day**
2:30 p.m. **Collaborating to Compete. . .**
Profiting using a Value Chain Business Strategy - Myrna Grahn
- 3:30 p.m. **Customer Service Session**
- Bob Chorney
- 4:00 p.m. **Evaluations & Door Prizes**

Keynote Speaker:

Bob Chorney
Executive Director of Farmers' Market Ontario

Bob has helped organize some 80 new Farmers' Markets and consulted with farm, government, business & community groups across Canada & the US. He recognizes how Public / Farmers' Markets contribute to the soul of a community.



For more general information on any aspect the Direct Farm Marketing Seminar Series contact:

Ann Mandziuk, MAFRI
Ph: 204-867-6572
Email: amandziuk@gov.mb.ca
Website: www.directfarmmarketing.com

PFGA: Growing Opportunities in Manitoba's Fruit Industry

Date: Saturday, November 18, 2006
Location: Canad Inn, Portage la Prairie

Agenda:

- 9:30 a.m. Registration & refreshments
10:00 a.m. **Sour Cherries: New Fruit Opportunity** - Dr. Bob Bors
- 11:00 a.m. **Research Ideas from University of Saskatchewan Fruit Program** - Dr. Bob Bors
- 11:40 a.m. **Lunch**
12:30 p.m. **Building Networks to Cultivate Direct Farm Marketing**
Take a trip to the North American Farmers' Direct Marketing Convention
- 1:00 p.m. **Collaborating to Compete. . .**
Profiting using a Value Chain Business Strategy - Myrna Grahn
- 2:15 p.m. **Strategies for Selling Fruit at Farmers' Markets** - Bob Chorney
- 3:00 p.m. **Small Farms Challenge - Cathey Day**
3:30 p.m. **Evaluations & Door Prizes**

Keynote Speaker:

Dr. Bob Bors
Project Leader,
Dept. of Plant Sciences
Domestic Fruit Program,
University of Saskatchewan

Dr. Bors began working in the Department in the Horticulture area in 1999. He obtained a BSC from the University of Maryland, and a PHD from the University of Guelph. Bob's research focuses on breeding, tissue culture, propagation, disease screening, and interspecific hybridization of horticulture crops with emphasis on fruit and ornamentals.

