

AGRI-PRENEUR SCHOLARSHIP

"Supporting leadership development and mentorship training"

Program Guidelines August 2006 - March 2007

The Rural Development Sector of Alberta Agriculture, Food and Rural Development (AAFRD) and the Renewal Chapter of the Agricultural Policy Framework support continuous learning and innovative educational opportunities for Alberta agripreneurs. They will sponsor agripreneurs to attend educational out-of-province, national and international conferences, tours or workshops.

Appropriate learning events will offer new business and marketing ideas as well as the opportunity to network with other farm direct marketers, ag tourism operators and farmers' market managers. It's up to you to research learning events that will help you build critical industry networks, increase your knowledge and skills or add a new profit centre. Examples include:

- ❑ Organized tours. e.g. the Ontario Farm Fresh Marketing Association November Bus Tour www.ontariofarmfresh.com
- ❑ **Self directed learning tour** outside of Alberta designed by the applicant. ***New feature this year!***
- ❑ Sponsored events. e.g. Canadian Farm Business Management Centre www.farmcentre.com/english/learningcentre.htm
- ❑ Industry association conferences outside of Alberta.
- ❑ Culinary and ag tourism events.

WHO IS ELIGIBLE?

Alberta agripreneurs who (at least one of the following):

1. presently own and operate a **farm direct marketing** or **ag tourism** business
2. manage or sponsor an Alberta Approved Farmers' Market
3. are staff or board members of farm direct or ag tourism industry associations
4. are **new entrants** to farm direct marketing or ag tourism. ***New feature this year!***

Applicants must:

1. be committed to lifelong learning
2. have enthusiasm for farm direct marketing or ag tourism industries
3. want to share their learnings with others in the Alberta industry

Preference will be given to new Agri-preneur Scholarship applicants. Each applicant is eligible to receive a maximum of one Agri-Preneur Scholarship within a 12-month period.

WHAT IS INCLUDED?

The scholarship will pay appropriate conference, tour and/or workshop costs and travel expenses to a maximum of \$1000. Appropriateness of expenses will be determined as defined in expense worksheet attached to application.

DEFINITIONS

Self Directed Learning Tour

Design a tour of farm direct or ag tourism operations or farmers' markets outside of Alberta.

Learn directly from industry operators or market managers. Include a planned itinerary with your application.

Farm Direct Marketing

Producers sell their products and services directly to consumers.

Farm direct marketers offer quality agri-food products through a variety of marketing channels such as farmers' markets, farm gate, u-pick, community shared agriculture and on-farm stores.

Ag Tourism

Consumers travel at least 80 km from home to visit an agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education or active involvement in the activities of the farm. This tourism experience combines rural settings with agricultural attractions, events or services.

New Entrant

Producers selling agricultural products and services direct to consumers for 3 years or less, establishing a new profit centre, or returning to the industry after an absence of 5 years or more.

Ambassador or Advocate

Be a spokesperson for your industry at events both within Alberta and outside the province. Identify and promote opportunities to grow the Alberta industry. Identify and report hurdles to industry growth. Assess practices from other industries and communicate the opportunity to Alberta. Hone leadership skills.

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WHAT ARE YOUR RESPONSIBILITIES?

Successful applicants agree to be **ambassadors** for the farm direct marketing or ag tourism industries and help grow their industry in Alberta. Scholarship recipients may be asked to:

1. write a report or provide a verbal summary of key learnings to AAFRD within 6 weeks of attending the event
2. commit to share ideas and experiences with AAFRD staff and media for one year
3. meet with your regional network or report on key learnings at industry association meetings
4. participate in a final interview 12 – 18 months after the event to evaluate the impact to your business
5. take a camera and provide pictures for presentations to Alberta industry

Specific deliverables will be negotiated with each scholarship recipient.

HOW DO YOU APPLY?

Application is attached. Answer each question completely. You must submit your application at least one month before attending the learning event.

Application Deadlines:	Applicant Notified By:
November 1, 2006	November 30, 2006
December 8, 2006*	December 29, 2006
February 2, 2007	February 28, 2007

WHAT IS THE SELECTION PROCESS?

Complete the application and expense worksheet thoroughly. Decisions will be based solely on the information provided. A selection committee will determine the successful candidates and the appropriate scholarship amounts.

*Scholarship applications to attend **Grow West** must be submitted by the **December 8, 2006** application deadline.

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Answer each question and complete the expense worksheet **thoroughly** and **legibly**. Use separate sheets as required. Decisions will be based solely on the information provided. A selection committee will determine the successful candidates and the appropriate scholarship amounts.

2006/2007 Application for Agri-Preneur Scholarship

Name:	
Farm / Business Name:	
Mailing address:	
Phone number:	
Fax number:	
Web site:	
Email address:	
Signature:	
<small>"The personal information on this form is collected under the authority of the <i>Freedom of Information and Protection of Privacy Act</i>. It will be used by AAFRD to promote the Agri-preneur Scholarship Program. If you receive funding under this program the personal information you provide will be used to contact you to fulfill the terms of the scholarship. If you have questions about the collection or use of this personal information call (780) 679-5168."</small>	

1. Please check one of the following as it applies to your business.

I operate or am starting a farm direct marketing or ag-tourism business. Yes No

Describe your business making sure to thoroughly cover all these points:

- Type of business
- How long you've been in business
- Brief overview of your business and what makes your business unique
- Products or services offered and what makes them unique
- Size of operation and number of staff
- Marketing venues used
- Future plans and goals for your business
- Challenges, opportunities and business needs
- Potential benefit of your scholarship experience to the Alberta industry

Share examples of lifelong learning experiences you've had – course, conference, etc.

Include website address, brochures, photos, etc. that highlight your business.

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I manage or am a sponsor of an Alberta Approved Farmers' Market. Yes No

Your role is:

Describe your farmers' market making sure to cover the following points:

- History of your farmers' market
- How long you have been manager or sponsor
- Size of market and number of staff
- What makes your market unique
- Goals and future plans
- Challenges, opportunities and market business needs
- Potential benefit of your scholarship experience to the Alberta farm direct industry

Share examples of lifelong learning experiences you've had – course, conference, etc.

Include website address, brochures, photos, etc. that highlight your market.

I am staff or a board member of a farm direct or ag tourism association. Yes No

Your role is:

Describe your association making sure to cover the following points:

- Goals and future plans
- Number of members
- The work you do for them
- The skills you bring to the association
- Challenges, opportunities and association development needs
- Potential benefit of your scholarship experience to the Alberta industry

Share examples of lifelong learning experiences you've had – course, conference, etc.

Include website address, brochures, photos, etc. that highlight your business.

2. What is the conference/tour/workshop that you would like to attend?

Include event type, name, dates, location, brochure, and website address. Complete the expense worksheet. Attach a detailed itinerary and learning focus if self guided tour. (e.g. ABC Farm Market for merchandizing and retailing strategies or farmers' market X, Y and Z for display and market layout techniques.)

3. Describe the added value this event offers to you in terms of increasing your knowledge or skills in marketing, business development, strategic planning, risk management, human resource management or financial management. What do you hope to gain from attending this learning event?

1. For your business, farmers' market or association?
2. For the Alberta industry?
3. Indicate how attending this event will impact how you achieve your goals for the future.

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4. **One of the goals of the Agri-Preneur Scholarship is to grow the farm direct marketing and ag tourism industries in Alberta. As a successful applicant and industry ambassador, you will be contributing to this goal by sharing the key learnings, opportunities and industry benefits with other agripreneurs in Alberta. Check a minimum of 3 that you are comfortable doing:**

- presentation at industry event or conference. Specify possible events: _____
- mentoring or one-on-one consultations with other agripreneurs
- media interviews
- interviews with AAFRD staff
- association newsletter articles
- AAFRD newsletter articles
- newspaper articles – local, regional, provincial
- other (please specify) _____

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5. Expense Worksheet

Learning Event: _____

Registration or Admission Fees

Workshop _____

Conference _____

Tour _____

Admission fee _____

Total Fees _____

Travel & Subsistence Costs

Airfare _____

Gas for vehicle (43 ¢ per kilometer) _____

Parking _____

Taxi _____

Hotel _____ nights x \$_____ per night _____

Meals _____

Total Travel & Subsistence Costs _____

Total Expenses _____

Are you receiving financial assistance from any other funding agency?
Examples of other funding sources include ag society, ag service board,
Canadian Agricultural Skills Service (CASS), community futures, etc. Yes _____ No _____

If yes, a) how much? _____ b) from where? _____

Please send completed application and expense worksheet to:

Marian Williams
Farm Direct Marketing Initiative
Alberta Agriculture, Food and Development
5712 – 48th Avenue
Camrose, AB T4V 0K1
Phone: 780-679-5168 (toll free 310-0000)
Fax: 780-679-5175
Email: marian.williams@gov.ab.ca

Application deadlines are:

November 1, 2006
December 8, 2006 Grow West
February 2, 2007

Applications will be accepted
on a continuing basis