



Canadian Farm Business  
Management Council

Canada

## Marketing Caravan Building the Web in Rural Canada – Only Two More Workshops Available

For immediate release

Ottawa, ON (January 21, 2008) Attendees at this year's Canadian Farm Business Management Council (CFBMC) Marketing Caravan workshops are taking away information and skills that will improve their farm business.

"We have had an incredible response to the website workshops, and the feedback is very positive," says Kay Grulich, CFBMC senior project manager. Marianne Price, who attended the workshop in Bonnyville, said "Having the CFBMC willing to provide venues such as the Web Enhancement Workshop certainly provides us with the tools and opportunity to move forward. I've already received word from some of the participants who have made changes to their websites and incorporated things they learned from the workshop."

The full day workshops cover such topics as the myths versus the realities of internet marketing; starting with the right web design and development; optimizing search engines; getting people to come back to your site; a discussion of viral marketing and how it can be used; and the importance of web metrics and traffic analysis.

Internet marketing specialists Susan Sweeney and Brad Kostyniuk will spend the day discussing ways farmers and others in the agriculture industry can improve their website and turn browsing customers into buyers. "More and more farm business is being conducted over the internet. We want to provide ways for Canadian farmers to access this market with success," says Kostyniuk.

The workshops began in November and are running throughout the country. **The remaining two workshops will take place on January 30, 2008 in Halifax, NS and February 28, 2008 in Brandon, MB.**

For more information, go to [farmcentre.com](http://farmcentre.com). To register, contact Clare Hanlon Smith (Nova Scotia) 902-893-4491 or Susan Nicoll (Manitoba) 204-641-1454.

The Canadian Farm Business Management Council (CFBMC) is the only national organization in Canada devoted exclusively to developing and distributing advanced farm management information.

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