

**Workshop Outline** - Production is only the beginning....now market for a profit!

This workshop is an opportunity to learn. You will be hearing more about marketing and the unique challenges associated with marketing in the agri-food sector. You will also learn from actual case studies and the market planning process. And you will learn from each other through your questions and your discussion.

The purpose of the workshop is to:

1. Present an overview of marketing, what it means and what makes for a successful marketing plan.
2. Assess your own marketing knowledge and skills.
3. Hear about unique individuals in Canadian agriculture who have developed successful businesses and how they approach marketing. This will provide you with an opportunity to hear directly about the opportunities, the challenges, and key lessons that we can learn from these case studies.
4. Finally, the workshop will provide an opportunity for you to discuss your own situations, challenges, questions etc. – a chance to learn from each other as well as other industry persons who may be assembled here today.