

Workshop Overview

The workshop explores the business management challenges faced by producers considering new markets for agricultural products. New products include those used in; functional or nutraceutical foods, feedstocks for biofuels and the industrial use of agricultural materials.

A panel of producers, who are servicing new markets, will report on their experiences, both positive and negative, of producing for these markets. The presentations will be followed by group discussions focused on what “decision tools” producers need to help decide if responding to new market opportunities is what they should do.

(Program note) Outputs from the workshop will provide “food for thought” for those considering producing for new markets and for organizations whose mandate includes the production of “decision tools” for producers.