



Canadian Farm Business
Management Council

HOP ON BOARD THE
*Marketing
Caravan*

Putting Canadian farmers and
rural entrepreneurs in touch with
top-notch marketing expertise
and innovation.

SUCCESS →

NEW IDEAS, NEW OPPORTUNITIES



Join us for the industry's best one-day workshop on how to understand your customers, reach them through the media and build a business to be proud of.

Marketing Caravan

REGISTER TODAY

Can a single day change the future of your business? *Marketing Caravan* will. This affordable one-day workshop will help you better understand your customers and connect their needs to your product or service.

Join us for the *Marketing Caravan* event nearest you. To register for the workshop, contact your local partner listed to the right.

WIN A DAY OF MENTORSHIP*

BONUS: When you register for *Marketing Caravan*, you'll be entered in a draw to win a one-day, on-farm consultation with a professional business consultant. It's the kind of one-on-one counsel that can make all the difference to your business.

THE WORKSHOPS

SASKATOON, SK – November 19, 2009

Contact: Lorraine Beaudette
info@organicconnections.ca Tel: 306-956-3110

AIRDRIE, AB – November 24, 2009

Contact: Becky Lipton
becky.lipton@mail.mcgill.ca Tel: 780-271-1116

WOLFVILLE, NS – February 17, 2010

Contact: Claire Hanlon Smith
hanlonca@gov.ns.ca Tel: 902-893-4491

SWIFT CURRENT, SK – March 1, 2010

Contact: Bert Sutherland
bert@bertradio-online.com Tel: 306-664-2378

WEYBURN, SK – March 3, 2010

Contact: Bert Sutherland
bert@bertradio-online.com Tel: 306-664-2378

MORRIS, MB – March 5, 2010

Contact: Danielle Cabernel
danielle.cabernel@gov.mb.ca Tel: 204-825-4245

CAMROSE, AB – March 10, 2010

Contact: Heather Broughton
bridgestosuccess@explornet.com Tel: 780-608-7374

PENTICTION, BC – March 13, 2010

Contact: Elizabeth Quinn
bcafmoffice@gmail.com Tel: 604-734-9797

GUELPH, ON – March 23, 2010

Contact: Cathy Bartolic
cathy@ontariofarmfresh.com Tel: 905-841-9278

KINGSTON, ON – March 25, 2010

Contact: Cathy Bartolic
cathy@ontariofarmfresh.com Tel: 905-841-9278

For complete workshop information,
go to www.farmcentre.com/workshops

*No purchase necessary – to enter without registering, go to <http://www.farmcentre.com/EventsAnnouncements/Events/MarketingCaravan/2010/Contest.aspx> Open to age-of-majority residents of Canada; contest not valid in Quebec. Contest ends March 31, 2010. Available to be won: One (1) Grand Prize consisting of a one-day, on-farm consultation with a professional business consultant. Valued by sponsor at approximately \$3,500. Odds of winning depend on the total number of entries received. Mathematical skill-testing question required. For full details and contest rules, visit <http://www.farmcentre.com/EventsAnnouncements/Events/MarketingCaravan/2010/Contest.aspx>



CUSTOMERS FIRST, PROFITS SECOND

Why do some rural businesses struggle while others seem to thrive? In many cases, it's about strategy. Some entrepreneurs are so focused on making their business profitable, they never get around to creating a strong personal connection with their potential customers. Others take a different approach. These businesses focus passionately on identifying and meeting the needs of their customers, in the belief that profits will follow. More often than not, that's exactly what happens.

Since 2005, CFBMC's *Marketing Caravan* has travelled the country, putting Canadian farmers and rural entrepreneurs in touch with top-notch marketing expertise and innovation. Over the years, we've refined

Marketing Caravan to reflect what you tell us you most want to know.

Now in our fifth year as a national program, *Marketing Caravan* is about learning to create enduring links with customers, by understanding what they want and reaching out to them with your product or service.

Visit The Trading Floor

When entrepreneurs gather, business naturally follows. Once again, *Marketing Caravan* has set up a popular workshop feature: The Trading Floor. It's the place where producers, processors, buyers and suppliers meet, share ideas and network. See you there, and don't forget your business cards!

Marketing Caravan

IDEAL FOR: FARM-DIRECT MARKETERS • AGRITOURISM OPERATORS

- SMALL RURAL ENTERPRISES • ECONOMIC DEVELOPMENT PROFESSIONALS
- AGRICULTURAL SOCIETIES AND MEMBERS



MARKETING CARAVAN COMES TO YOU

Marketing Caravan is different. We find the best speakers with the biggest ideas, and with the help of our local partners, bring them to you in a concise and affordable format. CFBMC's one-day *Marketing Caravan* workshop is the perfect way to tune up your customer marketing strategies and take some winning ideas home with you.

TWO ENGAGING SPEAKERS, COUNTLESS BIG IDEAS

You have a great product, a valuable service or a timely business idea. So far, so good. All you need now are paying customers. How do you find them? *Marketing Caravan* sees two crucial first steps. First, understand what your potential customers want or need. Second, reach out and tell them you have it.

For 2009-10, *Marketing Caravan* brings you two speakers with the knowledge, experience and passion to share what you need to know.

Inside the mind of today's consumer:

Understanding what they think and why they buy.

Jolene Brown is an Iowa farmer and speaker with a mission to help North American farm families thrive and grow in a fast-changing marketplace. Over the years, Jolene has become widely known in agricultural conference circles for her light-hearted delivery of razor-sharp marketing and business advice.

Building productive relationships with local media:

How to work with reporters to reach your customers.

Annemarie Pedersen is a public relations specialist and a member of the Canadian Farm Writers' Federation. Annemarie helps her clients tell their story, often through the media, to touch customers and stakeholders with powerful, relevant marketing messages.

SHOW AND TELL with Jolene Brown

Each year, we ask how we can make *Marketing Caravan* better. You told us you'd like more time to network with and learn from your fellow entrepreneurs. This part of the workshop invites you to share news, products or issues from your business with the group. The only catch: you have just two minutes to get your point across! Come prepared and don't be shy!



The Marketing Caravan workshops
are brought to you in partnership with:

Major sponsor



MEYERS NORRIS PENNY LLP

