



Canadian Farm Business
Management Council

Marketing

WHAT EVERY RURAL
BUSINESS NEEDS TO KNOW

Production expertise is essential, but today's business environment demands that farmers and rural entrepreneurs become effective marketers, too.



NEW IDEAS, NEW OPPORTUNITIES

This dynamic one-day workshop will give you the knowledge and confidence to build and execute your own marketing plan.

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REGISTER TODAY

This workshop is a concise, affordable way to learn the essentials of marketing. It will give you the context, tools and confidence to advance your business for the future.

Want to start right now? Visit www.myfarmbusiness.com for background information on marketing. Don't miss the marketing assessment tool.

To register for the workshop, contact your local partner listed to the right.

WIN A DAY OF MENTORSHIP*

BONUS: When you register for *Marketing: What every rural business needs to know*, 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

PORT HAWKESBURY, NS – November 4, 2009

Contact: Catherine Plumridge
plumricl@gov.ns.ca
Tel: 902-563-2000

BRANDON, MB – November 17, 2009

Contact: Lorie Martel
lorie.martel@gov.mb.ca
Tel: 204-239-3393

ST. JOHNS, NFLD – December 1, 2009

Contact: Paul Collins
paulcollins@gov.nl.ca
Tel: 709-729-6749

JOSEPHBURG, AB – January 20, 2010

Contact: Tam Andersen
info@prairiegardens.org
Tel: 780-921-2272 or 866-622-0740

MELFORT, SK – February 23, 2010

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

NORTH BATTLEFORD, SK – February 25, 2010

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

WILLIAMS LAKE, BC – March 5, 2010

Contact: Larry Stranberg
happytrails@cfccariboo.com
Tel: 250-392-3626

AIRDRIE, AB – March 9, 2010

Contact: Jodie Eckert
jeckert@cfcwest.com
Tel: 403-932-5220 ex. 321 or
877-603-2329 ex. 321

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/MarketingForProfit/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/MarketingForProfit/2010/Contest.aspx>

MARKETING: IT'S WHERE THE PROFIT IS

At one time, farmers who mastered production could count on achieving solid financial results. That's history. Today, with production expertise a given, those who seek above-average results must understand and manage other elements of their business equally well. One of the most important of these is marketing.

Marketing: What every rural business needs to know, a national workshop program presented by CFBMC, is designed to connect farmers and rural entrepreneurs with the tools and techniques of agrimarketing. Whether you're an experienced marketer, or are just taking your first steps in marketing, this is a fast-paced way to expand your horizons.

FROM CONCEPT TO CONCRETE: BRINGING MARKETING HOME

For many people, the whole notion of marketing can be confusing, intimidating or downright scary. CFBMC aims to demystify marketing, providing farmers and rural entrepreneurs with practical knowledge they can quickly implement in their own businesses.

If you're ready to be a better marketer and are looking for a common-sense approach, this workshop is the place for you. In just a single day, you will learn:

- the basics of marketing: what it is and why it matters
- taking your own pulse: the marketing self-assessment
- how to choose and implement essential marketing tactics
- how other agribusinesses have used these techniques to boost sales and profitability

Beyond this core curriculum, the *Marketing* workshop is a unique opportunity to meet other farmers and rural entrepreneurs, share experiences and learn together in a helpful environment. When you head home, you'll be better positioned to connect marketing principles to your own situation, and write and manage your own marketing plan.

Just so you know: *Marketing: What every rural business needs to know* does not cover the operation of commodity markets, their financial instruments or agricultural commodity strategies.





ONE OF CANADA'S LEADING AGRIMARKETERS

Over the past 30 years, Jerry Bouma has helped countless Canadian farmers, rural entrepreneurs and agribusinesses understand and implement marketing strategies.

Jerry's business experience spans day-to-day operations, management consulting, marketing, strategic planning and project management, for organizations of all

shapes and sizes. These include AVAC, the Value Chain Initiative, the Alberta Environmental Farm Plan Company and producer associations. Jerry is currently the Chair of Horse Racing Alberta's Marketing Committee, which has developed a highly successful campaign that has earned national and international recognition.

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WHAT EVERY RURAL BUSINESS NEEDS TO KNOW

IDEAL FOR: AGRIMARKETERS • FARM-DIRECT MARKETERS • AGRITOURISM OPERATORS
• SMALL RURAL ENTERPRISES • ECONOMIC DEVELOPMENT PROFESSIONALS
• AGRICULTURAL SOCIETIES AND MEMBERS



The Marketing workshops
are brought to you in partnership with:

Major sponsor



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