



Canadian Farm Business  
Management Council

# *Value Plus*

YOUR PATH TO FARM SUCCESS

Goodbye, bulk commodities.  
Hello, value-added agriculture.



NEW IDEAS, NEW OPPORTUNITIES

This one-day workshop will show you how to add value to your products, secure new markets and boost your financial results.

## *Value Plus*

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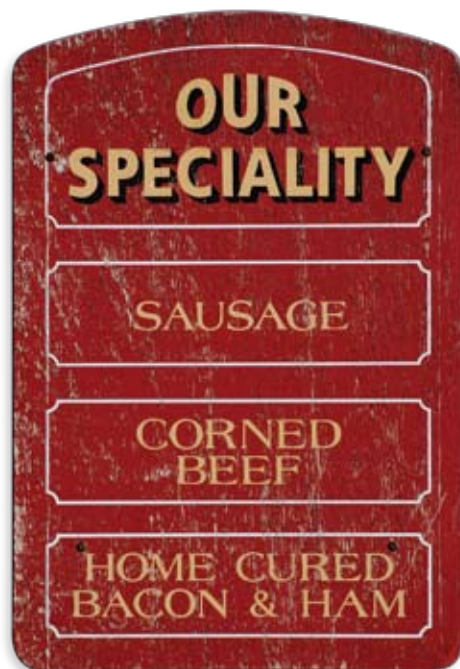
### REGISTER TODAY

If you're frustrated by the fickle markets, volatile pricing and shaky profits of bulk commodities, there's a better way. Diversify what you grow and produce, add value your customers will appreciate, and capture new markets, better pricing and a stronger future. Don't miss CFBMC's *Value Plus* workshop.

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

### WIN A DAY OF MENTORSHIP\*

**BONUS:** When you register for *Value Plus*, 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

MITCHELL, ON – November 3, 2009

Contact: Susan Young  
susayoun@fc.amdsb.ca  
Tel: 519-348-8495 ext. 21

ROBLIN, MB – February 3, 2010

Contact: Annette Allen  
annette.allen@gov.mb.ca  
Tel: 204-937-7030

QUESNEL, BC – March 26, 2010

Contact: Charlene Lawrence  
info.ccippa@gmail.com  
Tel: 250-992-1511

For complete workshop information,  
go to [www.farmcentre.com/workshops](http://www.farmcentre.com/workshops)

\*No purchase necessary – to enter without registering, go to <http://www.farmcentre.com/EventsAnnouncements/Events/ValuePlus/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/ValuePlus/2010/Contest.aspx>



## THE TROUBLE WITH COMMODITIES, THE WISDOM OF DIVERSIFICATION

Many Canadian farmers have learned the hard way what happens when you produce bulk, undifferentiated commodities. As a price-taker in a competitive global market, you typically experience downward price pressure, sharply reduced margins and financial vulnerability.

While the learning has been painful, the lesson has been priceless. More and more farmers have resolved to get off the commodity roller coaster once and for all, and make their operations more sustainable.

How? One proven approach is to diversify the farm's production base, adding value to what you grow to capture a higher price in the marketplace.

*Value Plus*, a national workshop program presented by CFBMC, is an ideal way to learn how to diversify and add value while managing risk. If you're new to the concept of value adding, *Value Plus* is the event for you. If you're already doing it, *Value Plus* is a source of great ideas you won't find anywhere else.

# *Value Plus*

## YOUR PATH TO FARM SUCCESS

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

## WHAT IS VALUE ADDING?

Many people in agriculture talk about value-added this and value-added that, but what does it *really* mean? Here's a handy definition. Value adding is the creation and promotion of new features and benefits in a product or service. Once these features and benefits are recognized by the consumer, the producer can expand markets and increase profitability.

## WHAT YOU'LL LEARN AT *VALUE PLUS*

The concept of value adding might be simple enough, but making it work takes time, creativity and strategy. After you attend the *Value Plus* workshop, you'll head home with inspired ideas and practical plans. You will know how to:

- identify promising value-added ideas
- assess your suitability to manage a value-adding enterprise
- refine the skills you need to succeed
- develop new products for value-added markets
- recognize and manage operational and financial risk
- create an action plan to move your business forward

## A SPEAKER COMMITTED TO YOUR SUCCESS

Gary Morton is an entrepreneur, agricultural consultant and partner in a family-owned horticultural nursery in Nova Scotia's Annapolis Valley. For more than 25 years, he has provided innovative management consulting and advice to agriculture-based businesses and organizations. Gary is the co-author of the acclaimed and best-selling CFBMC publication, *Adding Value through Farm Diversification*. He believes passionately that Canadian agriculture's best future lies in reducing dependence on bulk commodities and adding value that consumers will pay for.



The Value Plus workshops  
are brought to you in partnership with:

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*Major sponsor*



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