



Marketing – What Every Rural Business Needs to Know

New Ideas, New Opportunities

10/19/09 - Ottawa, ON – Solid production methods are no longer the hallmark of the successful farmer. Today's farmers also need to master other areas of business, and marketing is one of the most important tools.

The Canadian Farm Business Management Council (CFBMC) wants to help farmers build their business muscle and is bringing a new workshop to communities across the country to do just that. The *Marketing* workshops are designed to connect farmers and rural entrepreneurs with the tools and techniques of agrimarketing.

“We want to make marketing easy for farmers because we know how much else they have to manage to be successful. If we can demystify the marketing process and give them some tools they can use, we have succeeded,” says Arlene Kennedy, project manager, CFBMC.

Participants of the workshops will learn the following:

- 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
- Note: the workshops will not cover commodity marketing, their financial instruments or agricultural commodity strategies

Jerry Bouma is a well-known management consultant and agrimarketer with many years of experience in the industry. He will lead the discussions and marketing workshops. Participants will also have the opportunity to meet others in their region and begin building their network.

The workshops will be offered from November 2009 to March 2010 at the following locations:

- Port Hawkesbury, NS – November 4, 2009
- Brandon, MB – November 17, 2009
- St. John's, NL – December 1, 2009
- Josephburg, AB – January 20, 2010
- Melfort, SK – February 23, 2010
- North Battleford, SK – February 25, 2010
- Williams Lake, BC – March 5, 2010
- Airdrie, AB – March 9, 2010

Register early to save your spot at this important workshop. For more details go to farmcentre.com/workshops and contact your local partner to register.

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