

# Quest For New Farm Value



**REGISTER NOW!**  
**After Oct. 30/09, price will increase to \$75.**

**Value Plus™**  
**2-Day Workshop**  
**Days Inn – Sudbury**  
 (corner of Elm and Lorne Streets)  
**Day 1–Fri. Nov. 27**  
**Day 2–Sat. Nov. 28**  
**9:00 a.m. to 4:00 p.m. (both days)**  
**Registration Day 1–8:30 a.m. to 9:00 a.m.**

**Who should attend these workshops?**  
 Farm and rural based entrepreneurs who want to learn how to tap into new market place and value added opportunities.

**Workshop Leaders:**  
 Ontario farm business owners, entrepreneurs and advisors will share lessons learned and best practices to engage participants in evaluating new product and service ideas and steps to successfully bring them to market.

**Workshop Limited to 25 participants.**  
**Pre Registration required.**  
  
**Cost for the 2-Day Workshop is \$50.00 and includes lunch both days**

**You Will Benefit From This Workshop By Learning How to:**

- Identify, find and evaluate new value added ideas
- Put your ideas into action using the seven step value added development process
- Evaluate market channels
- Find innovative ways to market your products and services
- Build a business that can support your new idea
- Save time and money in the development process
- Price your products properly
- Manage your risk

**Over The Two Days You Will:**

- Explore case studies of how innovative rural and farm businesses developed their value added ideas and opportunities
- Explore how a new product evolves from conception to the marketplace
- Identify how a business plan is crucial to a value added venture
- Network with other participants and learn from their stories and experiences
- Take home practical and useful resources and tips



Canadian Farm Business Management Council



Northern Ontario Agri-Food Education & Marketing Inc.

This training opportunity is eligible for cost-share funding through the Growing Forward Business Development for Farm Businesses program. For more information on program requirements, please visit [www.omafr.gov.on.ca/english/about/growingforward/busdev.htm](http://www.omafr.gov.on.ca/english/about/growingforward/busdev.htm) or call 1-877-424-1300.

- **REGISTER BY: October 30, 2009**
- Please complete form and mail with payment to:
- Northern Ontario Agri-Food Education & Marketing Inc., 1540 Hwy 17E Wahnapiatae, Ontario P0M 3C0
- Phone: 705-694-4396; Fax: 705-694-2030; Email: [noront.agrifood@sympatico.ca](mailto:noront.agrifood@sympatico.ca) Web: [www.norontagrifood.org](http://www.norontagrifood.org)
- **For general inquiries: 705-694-4396 or visit [www.norontagrifood.org](http://www.norontagrifood.org)**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Number of Attendees: \_\_\_\_\_ X \$50 (includes \$2.38 GST) = \$ \_\_\_\_\_ (2 Day Workshop)

(    ) Cheque Enclosed? Please make cheques payable to the "Northern Ontario Agri-Food Education & Marketing Inc."  
 (    ) Visa or MasterCard payments, please complete the following:  
 Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
 Card Holder Name: \_\_\_\_\_ Signature: \_\_\_\_\_