

## Bringing value-added products to market workshop, 17-18 Feb 09

Contributed by Coordinator  
Thursday, 05 February 2009

Value Plus - A Quest for New Value  
Canadian Farm Business Management Council Workshop  
17-18 February 2009, Best Western Hotel, Truro, NS

The purpose of this 2 day workshop is to assist farm and rural based entrepreneurs with a process of how to tap into new value added opportunities from idea to market. This workshop will explore case studies of innovative rural and farm businesses that have developed value added ideas and opportunities. Participants will follow a new value added idea from its inception through the development process to finding a niche in the marketplace. It will help you answer questions like:

- How do I identify, find and evaluate new value-added ideas?
- What are the key steps in developing a new product or service?
- What are some innovative new marketing channels and ideas?
- How do I develop a dynamite business plan?
- How can I finance this new venture?
- How should I determine the right price?

The workshop is being delivered by Gary Morton, P.Ag. CPF. Gary is an agriculture consultant, professional speaker, professional facilitator, author and entrepreneur. His company Morton Horticultural Associates is based in Nova Scotia. He has been providing innovative management consulting services and advice to agricultural based businesses and organizations across Canada for over 25 years. He specializes in value adding, new product development, market innovations and strategic planning. His prime goal is to help his clients find new value and success from what they already have on their farms.

Registration costs (Prices are in Canadian Dollars and do not include GST) \$85.00 first registrant \$45.00 additional registrant(s) from the same farm/family as the first registrant. \$35.00 Student registrant Here is the agenda . Here is the registration form .

For more information contact Jamey Coughlin by email or visit  
<http://www.farmcentre.com/EventsAnnouncements/Events/ValuePlus/2008-2009/>