

# QUEST FOR NEW FARM VALUE

Value Plus™

2-Day Workshop

Huron-Perth — Clinton

OMAFRA Board Room - Clinton

Day 1—Wed. February 24

Day 2—Wed. March 3

Registration Day 1—8:30 a.m. to 9:00 a.m.

9:00 a.m. to 4:00 p.m. (both days)



## 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 products and service ideas to successfully bring them to market.

## Attention Farmers and Rural Entrepreneurs:

- Are you looking for or have a value-added business idea for your farm?
- Not sure how to make your idea a reality?

By attending your local Quest for New Farm Value — Value Plus™ workshop you will learn best practices regarding value-adding to tap into new and existing marketplace opportunities.

## Over The Two Days You Will:

- Put your ideas into action using the seven step value-added development process
- Explore case studies of how innovative rural and farm businesses developed their value added ideas
- Explore how a new product or service evolves from conception to the marketplace
- Understand the importance of a business plan
- Develop strategies that support your new idea
- Learn how to save time and money in the development process
- Take home practical and useful resources and tips

Canadian Farm Business  
Management Council



Conseil canadien de la gestion  
d'entreprise agricole



Four County  
Labour Market Planning Board  
*Serving Bruce Grey Huron Perth*

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.omafra.gov.on.ca/english/about/growingforward/busdev.htm](http://www.omafra.gov.on.ca/english/about/growingforward/busdev.htm) or call 1-877-424-1300.

Ministry of Agriculture,  
Food and Rural Affairs



Workshop limited to 25 participants. Pre-registration required. Cost for 2 day workshop is \$75.00 includes lunch both days.

Register by: February 17, 2010

Please complete form and mail with payment to:

Huron Business Development Corporation, P.O. Box 1120, Main Street South, Seaforth, Ontario N0K 1W0

Phone 519-527-0305

( ) Cheque Enclosed Please make cheques payable to the "Huron Business Development Corporation"

Name:

Company:

Address:

Postal Code:

Phone: ( )

Fax: ( )

E-mail:

Number of Attendees:

X \$75 (includes \$3.57 GST) = \$

(2 Day Workshop)