

GROWING YOUR OPPORTUNITIES

Orangeville And Area Value Plus 2-Day Workshop

Orangeville, Alder Street Recreation Centre



Canadian Farm Business
Management Council

Day 1—Sat. Feb. 23rd and Day 2—Sat. March 1st

9:00 a.m. to 4:00 p.m.

Registration 8:30 a.m. to 9:00 a.m.

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
- Connect with the right market channels
- Find innovative ways to market your products and services
- Build a business that can support your new idea
- Create a dynamite, but simple business plan
- Finance the different stages of your new ventures
- Save time and money in the development process
- Price your products properly
- Manage your risk

Who should attend this workshop?
Farm and rural based entrepreneurs who want to learn how to tap into new value added opportunities from idea to market.

Workshop Leader

R. Gary Morton, of Morton Horticultural Associates and Co-Author of Building Added Value through Farm Diversification, shares lessons learned from his experience helping farmers evaluate new market ideas and successfully bring products to market.



Over the two days you will:

- Explore case studies of how innovative rural and farm businesses that have developed their value added ideas and opportunities
- Follow a new product from conception to integration into the marketplace
- Take home lots of practical and useful tips



Dufferin Federation
of Agriculture

Workshop Limited to 25 participants.

Pre Registration required.

Please complete form and fax or mail with payment to:

Ruth Phillips, Orangeville and Area Small Business Enterprise Centre

87 Broadway Street, Orangeville, Ontario N9W 1K1

For inquiries contact Ruth Phillips by calling (519) 941-0440 ext. 291 Fax (519) 941-9033

or E-mail rphillips@orangeville.ca

Name: _____ Company: _____

Address: _____

Postal Code: _____

Phone: () _____ Fax: () _____

E-mail: _____

Number of Attendees: _____ X \$75 (includes 3.57 GST) = \$ _____ (2 Day Workshop)

() Cheque Enclosed? Please make cheques payable to:
the "Orangeville and Area Small Business Enterprise Centre"

No refund available



Ministry of Agriculture,
Food and Rural Affairs

