

## Retail is Detail

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## Create Your Own Circle of Influence . Coaching Circle: A new approach to developing your business .

**Seven leading** on-farm marketers from around the world. **One location.** The toughest decision: Who to meet first! A coaching circle **of industry peers** in one location is ready to assist you build a personalized action plan to grow your business. What is a coaching circle? It's **individualized** coaching with leading industry players in an **intimate** learning atmosphere. It provides a **network** for 'safe' sharing and learning. Join us on Wednesday, March 22, 2006. At the **Airdrie Agriculture Centre**, 909 Irricana Rd. NE Airdrie, Alberta.

**Who should circle?** On-farm marketers wanting to make a profit. Those looking for new ideas and a fresh perspective. Grow West 2007 tour stops hosts.

### It's as easy as 1,2,3.

**#1** Complete a business profile

**#2** Choose your topics:

Layout/merchandizing

Adding food service

Developing a deli or bakery

Best management practices

Staff training & development

School tours

**#3** Choose your coaches.

**Cost:** \$25/coaching session. **Registration deadline: March 3, 2006.** Limited registration! Only 49 coaching spots available. Limit of 2 coaching spots/farm. Come create your own circle of influence.

**Please download the brochure, registration form and business profile or call (780) 679-5169 or email [lisa.sharp@gov.ab.ca](mailto:lisa.sharp@gov.ab.ca) Don't delay as the circles will fill up fast !**

### Learn more about the coaches...

**Coach:** Debbie Pifer, **White House Fruit Farm**, Canfield, Ohio.

**Area of expertise:** Adding a deli/ bakery and Retailing

**Background:** Debbie Pifer is one of the third generation owners of White House Fruit Farm. They grow and retail fruits and vegetables from a 12,000 sq ft year around farm market, along with deli, baked goods, and many specialty foods. [www.whitehousefruitfarm.com](http://www.whitehousefruitfarm.com)

**Coach:** Stuart Beare, **Tulleys Farm**, West Sussex, United Kingdom

**Area of expertise:** Retail design and Foodservice

**Background:** In 1971 Tulleys Farm opened as a pick your own (PYO) operation and has since grown to include a farm market, gift shop, tea room, espresso bar, animal patch and seasonal family entertainment. Tulleys won the UK Farm Retailer of the Year Award in 2002 & 2004, and NAFDMA's International Farm Marketer of Award the Year in 2004. Stuart joined the family farm 14 years ago. He is responsible for marketing and futuring Tulleys Farms diverse business activities. [www.tulleysfarm.com](http://www.tulleysfarm.com)

**Coach:** Dede Beck, **Uncle John's Cider Mill**, St. Johns, Michigan

**Area of expertise:** Merchandizing and On-farm winery

**Background:** Uncle John's Cider Mill and Market is in its 33rd season. They grow 70 acres of fruit marketing all of it through their on-farm retail market. They also have a bakery, cider mill, gift shop, winery and outdoor entertainment including a train, wagon, pumpkin patch, and corn maze. [www.ujcidermill.com](http://www.ujcidermill.com)

**Coach:** Mary Vollmer, **Vollmer Family Farm**, Bunn, North Carolina

**Area of expertise:** Displays and School tours

**Background:** The Vollmer's have a strawberry and pumpkin farm 30 minutes east of Raleigh, NC. They grow 6 acres of strawberries on plastic and retail them at their farm market and 5 neighboring satellite stands. In the fall, the Vollmer's hold a Fall Harvest Festival. They welcome the public to "the Back Forty" for family entertainment activities and host over 8000 children for educational tours. [www.vollmerfarm.com](http://www.vollmerfarm.com)

**Coach:** Rob Leeds, **Leeds Family Farm**, Ostrander, Ohio. OSU Extension Delaware County

**Area of expertise:** Children's activities

**Background:** Leeds Farm started out as a traditional grain and livestock farm. In 1992 they moved into direct marketing. Their present market is focused on entertainment, education, and fall produce, attracting 20,000 customers in the month of October. They offer a straw maze, corn maze, children's play area, granary, revolutionary war encampment, banana bus and goat carts. [www.leedsfarm.com](http://www.leedsfarm.com)

**Coach:** Al Rose, **Red Apple Farm**, Philipston, Massachusetts

**Area of expertise:** Best management practices and Pricing

**Background:** Red Apple Farm has been owned by the Rose family for 4 generations. They welcome individuals, families, school tours, social functions, and corporate gatherings to experience an old, scenic New England farmstead. They offer plenty of things to see, taste, and experience. Al and Nancy Rose observe environmentally-responsible practices and believe that the care and the love that they put into their farm is returned to them and those who visit in the form of delicious tastes, beautiful sites, and lasting memories.

[www.redapplefarm.com](http://www.redapplefarm.com)

**Coach:** Mark Saunders, **Saunders Farm**, Munster, Ontario

**Area of expertise:** Staff training and Public relations

**Background:** Mark is the Director of Fun responsible for general management, sales and marketing for Saunders Farm an award-winning 100-acre farm 30 minutes from downtown Ottawa. Saunders Farm employs over 120 seasonal workers. It began as a strawberry farm in 1975 but is now most well-known for its "Haunting Season" during October. The farm has North America's largest collection of hedge mazes, a popular summer tourist destination. During the summer months they also host corporate picnics and retreats. In December, they open for cut-your-own Christmas trees and corporate parties. [www.saundersfarm.com](http://www.saundersfarm.com)

#### **Participant Requirements:**

Completed **Business Profile**. Your Business Profile will accompany you through your coaching circle.

Registration includes:

One hour coaching, to a maximum of two coaches.

Access to concurrent bear-pit and networking sessions

Seven concurrent coaching hours will be repeated seven times throughout the day.

There is a limit of 2/farm.

Due to the unique nature of the coaching circles appointments will be scheduled through our office. They will be filled on a first come basis. You will receive appointment times prior to March 22, 2006.

Coaching Circle is sponsored by:

**RENEWAL.**  
the  
way to  
grow



The Agriculture Policy Framework (APF)  
FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE

### **Is your Net-Working?**

**SOIL Apprenticeships:** The Sustainable Farming Apprenticeship Program is administered by the non-profit organization, Stewards of Irreplaceable Land (SOIL). SOIL acts as a liaison between farmers willing to take on apprentices and those wishing to work and learn on a farm which uses sustainable practices. For more information check out [www.soilapprenticeships.org/](http://www.soilapprenticeships.org/)

**Wanted:** Farm direct marketers, farmers' market vendors and managers to evaluate the new *Marketing Food Safely*. This workbook and reference manual includes information on pertinent legislation and the prerequisite programs as they apply to marketing activities. Farm direct marketers who complete the 16 chapters will have a better understanding of the factors that contribute to foodborne illness and enough information to develop a food safety plan for their market or farm direct operation. Contact Karen Goad today at (780) 538-5629 or email [karen.goad@gov.ab.ca](mailto:karen.goad@gov.ab.ca). Ask about our introductory offer for approved evaluators.

The **Downtown Farmers' Market Grande Prairie** is looking for **year round food vendors**. Processors and producers are welcome. Call Tyla Klassen at (780) 814-8224 or email [gpfarmersmarket@telus.net](mailto:gpfarmersmarket@telus.net).

**Lakedell Farmers' Market** needs an energetic, enthusiastic, creative and organized **market manager**. Fax your cover letter and resume to the Lakedell Agricultural Society at (780) 586-2924 or email [lakedell@ralcomm.net](mailto:lakedell@ralcomm.net).

### **Explore Direct presents ...**

**Opening Your Gates to Ag-Tourism** workshops Dixonville March 21 and Falher March 22, 2006 feature Carol and Dan Ohler. Learn the steps of starting an ag-tourism venture on your farm, discover the key resource people who will help you achieve success and meet your future partners in promotion. Call Martine Bolinger at (780) 538-5633 or email [martine.bolinger@gov.ab.ca](mailto:martine.bolinger@gov.ab.ca) for information and to register.

**Growing Rural Tourism Conference** .... Selling Your Big Idea - March 6-8, 2006 Camrose Regional Exhibition in Camrose, Alberta. Recently acknowledged as an ALTO Award winner for tourism excellence, this conference is a "Must Attend" for rural tourism operators. Contact Colleen Reed at 1-800-296-8112 or visit the web site [www.cre.ab.ca](http://www.cre.ab.ca) for more information.