

Explore Direct E-News Vol4 No1

## Retail is Detail

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## How To Get An Ivy League Education on a Shoestring Budget . Scholarship Training: A new approach to growing your business .

You've got great ideas for further learning but just can't stretch your cash to cover the expenses. Consider applying for a scholarship to help you achieve your business education goals.

The **Agri-Preneur Scholarship** supports innovative learning opportunities for Alberta farm direct marketers, ag tourism operators, farmers' market managers and executive staff of appropriate industry associations. Eligibility for the scholarship has been expanded this year to include new entrants to the farm direct and ag tourism industries and association board members.

Alberta Agriculture, Food and Rural Development (AAFRD) and the Renewal Chapter of the Agricultural Policy Framework (APF) are program partners. They will sponsor agipreneurs from across Alberta to attend educational out-of-province, national and international conferences, tours or workshops.

Eligible learning events offer new business and marketing ideas as well as the opportunity to network with other farm direct marketers, ag tourism operators and farmers' market managers. Put on your thinking cap and research educational events that will help you build critical industry networks and increase your knowledge and skills. Design and plan your own self-directed learning experience outside of Alberta. Consider culinary or ag tourism events, and industry association conferences and tours outside of Alberta. Grow West 2007, the NAFDMA convention that happens in Calgary this February is one example of an eligible event.

Scholarship recipients must have a passion for learning. They will act as ambassadors to the farm direct marketing and ag tourism industries upon their return by sharing their ideas and experiences with others in the industry.

### 3 Easy Steps.

**#1** Complete the application and budget worksheet fully. Include photos and promotional materials with your application. Submit the completed application by the appropriate deadline: November 1, December 8, 2006 or February 2, 2007. The deadline must be at least one month prior to the event date.

**#2** Take your camera and attend the event. Come home loaded with information, photos, ideas, enthusiasm and new contacts.

**#3** Share the highlights of your learnings with the Alberta farm direct or ag tourism industry through a written report, presentation or interview.

### Act NOW!

Limited scholarships are available. They will go fast! Complete program details are available on line at [www.exploredirect.ca](http://www.exploredirect.ca) or call Marian Williams at (780) 679-5168. For toll free calling, dial 310-0000 first.

### Web Links

What's your training preference? Check out some of these events for interest:

Grow West 2007 [www.nafdma.com](http://www.nafdma.com)

Ontario Farm Fresh Marketing Association November bus tour [www.ontariofarmfresh.com](http://www.ontariofarmfresh.com)

Projects for Public Spaces public markets conference and workshops [www.pps.org](http://www.pps.org)

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

**Redwater Farmers' Market** seeks meat, egg and vegetable vendors. Contact Kerry at (780) 942-3023.

A big "**Congratulations!**" goes to the **Alberta Farmers' Market Association**, winner of the 2006 GALA for Food Safety. Click on [www.growingalberta.com/](http://www.growingalberta.com/) to learn more about the Growing Alberta Leadership Awards and the 2006 winners.

The **Alberta Farmers' Market Association** is the sole distributor of *Marketing Food Safely*, a how-to manual for farm direct marketers. To purchase your copy contact the AFMA office at (780) 644-5377 or email [darlene.cavanaugh@gov.ab.ca](mailto:darlene.cavanaugh@gov.ab.ca).

Going to **Grow West 2007** from the Peace Country? We're "van-pooling" to the convention. Reduce your transportation costs, network with other farm direct and ag tourism operators, sit back and enjoy the trip. The convention goes February 12 - 19 and includes a three-day bus tour, one full day of educational workshops and a two-day conference. Take in all three components or just one. Call Karen at 538-5629 or email [karen.goad@gov.ab.ca](mailto:karen.goad@gov.ab.ca) to reserve your seat!

Learn without leaving home! Tune into a **free "webinar"** November 6, 2006. Hear Charlie Touchette, Executive Director of the North American Farmers' Direct Marketing Association, talk about the viability of ag tourism and farm direct marketing through this unique, interactive presentation forum. Visit the Canadian Farm Business Management Council's website at <http://farmcentre.com/english/agriwebinar/webinars/speakers/speakersindex.htm> for details.

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

**Grow West 2007** offers you three main opportunities to learn - the Bus Tour (February 12, 13, and 14), the Workshop Day (February 15) and the Conference (February 16 and 17). Attend one, two or all three options. This year's convention is presented in partnership with the Alberta Farm Fresh Producers Association, Alberta Farmers' Market Association and Alberta Agriculture, Food & Rural Development.

Convention details are available at [www.nafdma.com](http://www.nafdma.com) or by calling the NAFDMA office at (888) 884-9270. Registration packages will be available on the website starting November 1, 2006. Call Kerry Engel at (780) 644-2927 to receive a copy in the mail.