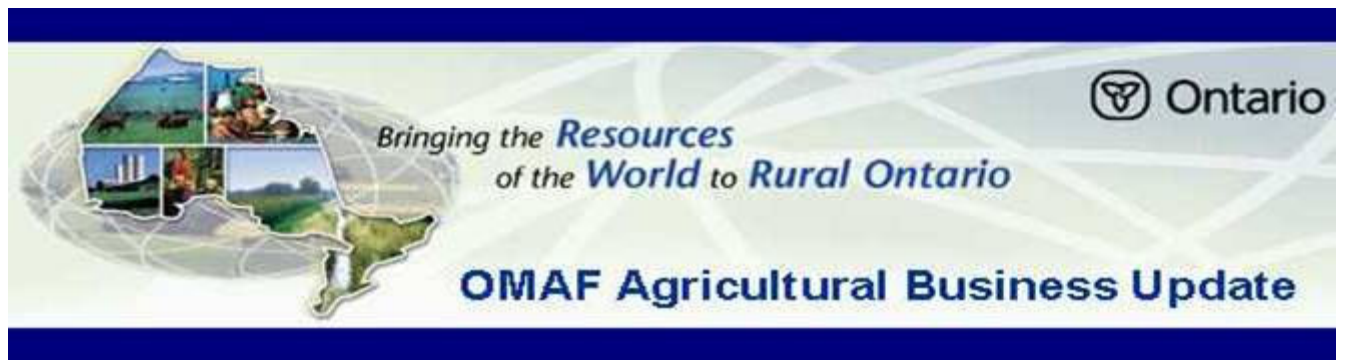




ISSUE # 13 – April 12, 2005

This update is designed to provide you with concise, up to date agricultural business information with links to where you can find the details.

Sharing the Harvest Workshops - For Farmers' Market organizers, managers and vendors

Featured Speakers

Philip Powell, Markets Manager City of Ottawa has worked with Farmers' Markets for 18 years and is regarded as one of the top market managers in North America. He was one of FMO's founders and has served on the FMO Board of Directors. **Robert T. Chorney is the Executive Director Farmers' Markets Ontario.** Robert has helped organize 80 new Farmers' Markets in Canada and he is a frequent speaker at Direct Farm Marketing Conferences across North America.

Bob and Philip will lead you through an interactive presentation that will focus on how to build better Farmers' Markets and how they build community. Topics will include:

- The Model Farmers' Market - Characteristics of a Community-Driven & Producer-Based Farmers' Market
- Farmers' Markets & Flea Markets - Oil & Water!
- The Market - A Place to Meet and Socialize
- Attracting Young Families
- Community Partnerships
- Advertising that Works
- Special Events
- Signage is Crucial - En Route, At Site, and At Stall
- Effective Product Presentation
- Good Customer Service
- Business Incubation
- Adding-Value

DATES & LOCATIONS

The seminars run from 7:00 to 9:00 pm, with registration at 6:30 pm.

Monday, April 25 OTTAWA

(Bells Corners / Nepean)

Best Western Barons Hotel

Fitzroy Room

3700 Richmond Road

Tel: 613-828-2741

Tuesday, April 26 PETERBOROUGH

Holiday Inn

Regency "B" Room

150 George Street, North

Tel: 705-743-1144

Wednesday, April 27 CAMBRIDGE

Best Western Cambridge
Grand Ballroom
Highways 401 and 24 (Hespeler Road)
Exit 282
Tel: 519-623-4600

Thursday, April 28 ORILLIA

Highwayman Inn
201 Woodside Drive - at Hwys 11 and 12
Tel: 705-326-7343

Friday, April 29 SUDBURY

Sudbury Farmers' Market Square
Elm & Elgin Streets - Downtown
Tel: 705-674-5115

Register by calling Catherine Clark at 1-800-387-3276

Farmers' Markets Ontario

Interested in selling at an Ontario Farmers' Market? There's one near you. Selling at a Farmers' Market gives producers an opportunity to showcase their products and to deal directly with the consumer. And studies reveal that consumers are prepared to pay top prices for fresh, local products. Enquire today by calling Farmers' Markets Ontario at 1-800-387-3276 or by attending our special Workshop series happening across Ontario (see below) from April 25 to 29, 2005. Visit www.farmersmarketsontario.com for full information.

Canadian Association of Farm Advisors (CAFA) – Ontario Farm Advisor Tune Up Conference

CAFA will be holding its Ontario Conference for farm advisors on Thursday May 26, 2005 at the Holiday Inn in Guelph. The theme of the conference is "Global Perspective of Agriculture and its Impact in Ontario."

Topics include

- Risk Management in Agriculture
- International perspective on agriculture and its impact on Ontario farmers
- Farm business agreements,
- Rural philanthropy
- The impact of the greenbelt and rural Ontario economy
- Ontario programs and services for farm businesses.

For full agenda details and registration information as they become available, visit the CAFA web site at <http://www.cafanet.com> and click on "Upcoming Conferences", or contact Liz Robertson at 1-877-474-2871. The early bird registration discount deadline is April 22, 2005.

Thanks for reading the OMAF Business Update. If you have any questions or comments about this email update contact the editor, Rob Gamble at rob.gamble@omaf.gov.on.ca

Looking for more information? Visit the OMAF website at <http://www.omaf.gov.on.ca> or the Business Development site at <http://www.gov.on.ca/OMAF/english/busdev/agbusdev.html>

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Has your email address changed? If it has, did you know that you can easily update your email address at <http://www.gov.on.ca/OMAFRA/english/subscribe/index.html#agbus> Just "unsubscribe" your old email address and then add your new one by using "subscribe"!