

## **2009 North of 60° Agriculture Conference**

### ***Growing Yukon Agriculture***

Friday, November 6 and Saturday, November 7, 2009

High Country Inn, Whitehorse

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#### **November 6**

**9:00 am to 4:30 pm**

#### **CFBMC Value Plus workshop**

*With Gary Morton*

Looking to diversify what you grow and produce, add value your customers will appreciate, and capture new markets, better pricing and a stronger future. Don't miss the Canadian Farm Business Management's (CFBMC) *Value Plus* workshop.

##### **9:00 am > Welcome**

- *Meet, Greet and Introductions*

##### **9:00 – 9:30 am > Change and What it Means to the Farm**

- *The Changing Agriculture Landscape*
- *The Pathway to Change and Why Change is Necessary*
- *What is an "Agra-vator" and Why You Want to Become One?*
- *Trends Happening That Will Impact Your Farm*

##### **9:30 – 10:15 am > Exploring Value Adding?**

- *What is Value Adding?*
- *Why You Need to Add Value to Your Products or Services?*
- *How to Find New Value From What You Have Already Got*
- *Identifying the Resources You Have Available for Value Adding?*
- *Case Studies of Value Adders: What some "Agra-vators" are doing on the farm*

##### **10:15 – 10:30 am > Morning Break**

##### **10:30 am – 12:00 pm > Let's Talk About Some of Your Ideas?**

- *The Biggest Challenges Value Adders Face*
- *The Biggest Mistakes Made By Value Adders*
- *Case Studies of Value Adders: What some more "Agra-vators" are doing on the farm*
- *Exploring Some of Your Value Added Ideas? (Room Discussion)*
- *Wrap Up Morning Discussion*

##### **Noon Lunch Break**

##### **1:00 – 1:30 pm > The Value Added Development Process**

- *The Value Added Development Process and Why You Need to Follow It*
- *A Value Adding Process Development Example*
- *Nine Key Value Added Development Questions You Need to Ask*

##### **1:30 – 2:00 pm > Value Added Products**

- *Case Studies of Value Adders: What some more "Agra-vators" are doing on the farm*
- *New Value Added Product Ideas*

##### **2:00 – 3:00 pm > Idea Development**

- *Finding New Ideas: Where Do They Come From?*
- *Trickle Down Theory of Social Change*
- *What Drives Creativity and Expands Our Thinking*
- *Opening Windows of Opportunity*
- *Learning How to Brainstorm for New Ideas for Your Farm*
- *Group Idea Scrum: Squidget "You Can Do it" (Group Activity)*

##### **3:00 – 3:15 pm > Afternoon Break**

### **3:15 – 4:00 pm > Market Development**

- *The Value Adding Paradox*
- *How to Validate Your Idea or Opportunity in the Marketplace*
- *Important Marketing Considerations*
- *Why You Need to Brand Your Products and Services*
- *You Can Do It: “Taking Your Next Value Added Steps”*
- *Case Studies of Value Adders: What some more “Agra-vators” are doing on the farm*

### **4:00 – 4:30 pm > Next Steps**

- *Building Business Success Around Value Added Ideas*
- *The Business Operations Trilogy*
- *Strengths, Weaknesses and Opportunities of Your Self and Your Exit Strategy*
- *Why Not You?*
- *Session Wrap Up*

### **4:30 pm > Adjourn**

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## **November 7**

**9:30 am to 4:00 pm**

### **9:30 – 10:00 am > Muffins and Coffee with the Ag. Branch.**

### **10:00 am – 12:00 pm > Young (and New) Farmer’s Forum**

This forum evaluates the challenges and opportunities that exist in Yukon agriculture. The forum will highlight the tools available to new/young farmers including some of the Growing Forward programs, the Canadian Farm Business Management Council resources, educational opportunities, Farm Credit Canada and many others. The forum will be an open-floor discussion about the challenges and opportunities, including:

- Land Availability
- Agriculture Opportunities
- Training and Education: *This will include a presentation from the Canadian Agricultural Human Resource Council on AgriTalent.ca, the new online one-stop shop for training and learning programs in agriculture offered across Canada.*
- Farm Business Assessments and Business Plans
- Young Farmers Conference
- Available funding for New and Young Farmers

### **Noon Lunch Break**

### **1:00 – 2:00 pm > Growing Forward Programming**

How to best utilize the Canada/Yukon Growing Forward programs to the advantage of your farm.

### **2:00 – 4:00 pm > Greenhouse Technologies**

Meriam Karlsson, a Professor of Horticulture at the University of Alaska Fairbanks, will be joined by local greenhouse magicians Roy Ness and Bob Sharp to show you some of the best way to greenhouse in the Yukon.

Meriam Karlsson’s presentation focuses on guidelines for sustainable high latitude crop production in high tunnel, greenhouse, and controlled environments. Meriam’s priorities are on integrating suitable production techniques with the effective use of inputs and resources.

### **Yukon Grown Banquet begins at 6:00 pm Saturday night**