



2015 Workshop Offerings

Micro Seminars

Can be adjusted in length from 30 – 60 minutes

The Cost of a Dozen Eggs

A cost of production analysis is essential to all financially sustainable farm enterprises. With Jillian's help, you'll find that complex number-crunching is really not so hard! Farmers, hobbyists and consumers will all enjoy this presentation as all will benefit from learning the true cost of their food. This is Jillian's most popular session.

Risky Business

Join farm business coach and advocate Jillian Merrick as she guides you through an exercise that has provided piece of mind to so many farmers: a risk analysis for farm businesses. Farming is inherently risky. We deal with weather, pests, commodity prices, strains and injuries, distribution challenges, fickle consumers and so much more. Sometimes all the risks can feel overwhelming, causing stress, tension and uncertainty on the farm. Learn how to evaluate common farming hazards and how to prevent and address them. Don't let this workshop be your backup; make it your first defense against hazards on the farm!

The 30 Minute Marketing Plan

We know marketing is important. Sales are the only way to bring profit into a business, but how can you drive a solid sales and marketing strategy with limited time and money? Join farm business coach and advocate Jillian Merrick as she helps you prepare a marketing strategy in under 30 minutes. Learn how small changes can make a big difference. Discover the advantages small farms have in a world of mega marketing campaigns.

Standard Seminars

Can be adjusted in length from 1.5 – 3 hours

Market Research 101

Market research is one of the most important components of a business plan. Before investing your time and money into a business, know what opportunities exist in the marketplace. In this hands-on seminar, you will evaluate your potential customers and your competition, and learn more about the trends affecting your industry.

Community Engagement 101

Are you struggling with how to meaningfully engage your community with your project, organization or idea? Attend this session to learn some basic strategies for effective engagement and some of the tools you can use to encourage robust community participation. Community advocate and local politician Jillian Merrick will share stories, humour, and her own "Top 10 Lessons Learned" in her years as a community developer. This workshop is designed for all non-profits and community project developers. It is not specific to the agriculture sector.

Extended Seminars

Farm Business Plan Bootcamp

Two full days

Kick start your farm business with this intensive two-day business planning bootcamp designed specifically for the agriculture sector.

This event is open to farm business operators in all stages of business development, from start-up to expansion. The bootcamp will feature information, case studies, and hands-on exercises to help you create a draft business plan, covering topics such as:

- Business frameworks
- Production planning
- Inventory & distribution systems
- Time management
- Human resources
- Industry research
- Customer segments
- Brand development
- Financial forecasts
- Start-up financing
- and more!

Contact

For pricing and availability

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