



**“GROWING THE ORGANIC SECTOR IN B.C.”
CONFERENCE, TRADESHOW and AGM**
Location: Ag Rec Building, Abbotsford Exhibition Grounds
32470 Haida Drive, Abbotsford, B.C.
February 24 – 26, 2006

General Session & Workshop Descriptions

Pre-Conference Workshops (Friday, Feb. 24th)

Agroforestry Marketing and Business Skills Workshop

In association with the Agroforestry Industry Development Initiative, this workshop will provide beginning and intermediate level marketing information and support to 1) those not yet in agroforestry production but who are considering it, have plans and/or require information on marketing and product potential for business planning purposes, 2) those who have recently diversified into agroforestry or have developed a specialized agroforestry product and who now need information on how to shift their marketing strategies to best promote their new product, or 3) those who generally need more information on market opportunities and product outlets, how to mesh or link their agroforestry efforts with other agriculture activities or programs, or obtain other skills for marketing. The workshop will provide information transferable to organic growers and is intended to help promote linkages between agroforestry concepts and products into the organic sector.

Environmental Farm Planning Workshop & Help Clinics

An introduction to the Environmental Farm Plan program and the materials; a must for those who have not attended a workshop up till now. Help Clinics involve individual sessions (15, 30, 45, 60 minute slots – your preference) with an EFP advisor. Come prepared with your questions on completing your EFP Workbook, your Action Plan or your BMP applications. Plan ahead and book a slot otherwise it will be first come first serve during this two day opportunity. There will be four EFP Advisors on site, no waiting. To register for the Workshop or a Help session contact Elaine Spearing 250 747-3237 elaines@quesnelbc.com. Note that this FREE registration is SEPARATE from conference registration.

Concurrent Conference Sessions (Saturday, February 25th)

Session A -- Growing our Markets

A series of presentations and discussions focused on several aspects of growing the organic marketplace and market share. From what it takes for growers to sell at retail chains, to tricks for increasing your markets if you're not that big, to models for increasing the organic sector as a whole and examples of successes.

Session B -- Growing our Skills

Three sessions discussing various types of skills including “hands on” techniques, financial and business assistance that is available to growers, and information on areas of related expertise such as permaculture and government programs. More technical information will also be available in the “Growing our Production” session.

Session C – Growing our Knowledge

Ensuring you're up to date on the latest on various topics such as regulations, scientific research trends, certification requirements, and specific product developments.

Concurrent Conference Sessions (Sunday, February 26th)

Session D -- Growing our Value

Presentations, discussions and idea sharing how to “make the most” of both organic products and the places that produce them by incorporating “value added” concepts and practices such as agritourism, small scale food processing, agroforestry, and more. Also some discussion of how the organic sector as a whole can work with other sectors towards mutually beneficial ways to increase product value and market share.

Session E -- Growing our Production

Increasing production of organic goods is at the heart of growing the organic sector in BC. This session focuses mostly on “hands on” techniques for the farm, but also some other “limiting issues” such as labour. There will also be discussion of specialty crops and agroforestry systems.

Session F – Growing our Connections and Partnerships

One way to grow the organic sector in BC is to identify and work with other organizations that may have complimentary interests. This session is dedicated to providing an opportunity for various other organizations to share their information and suggest common themes that may lead to further discussion of how organic growers, certifying bodies, and the COABC can work at different levels to expand the reach and influence of the organic sector.

Special Events at the Conference

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| Fri Feb 24 th at 7:15pm | Book Reading by Larry L. Bailey, Author of “Birthright” |
| Fri Feb 24 th at 7:30 pm – 10:00 pm | Film Director / Producer Deborah Koons Garcia opens “The Future of Food” Film with remarks and thoughts |
| Sat Feb 25 th at 10:00 am - 12 pm | PACS AGM |
| Sat Feb 25 th at 1:30 pm - 5 pm | Seedy Saturday Seed Exchange |
| Sat Feb 25 th at 6:00 pm - 11:00 pm | Banquet, Auction and Dance |
| Sun Feb 26 th at 10:00 am - 12 pm | COABC AGM |
| Sun Feb 26 th at 4:30 – 6pm | Tour of an organic farm |