



SAULT STE. MARIE
INNOVATION
CENTRE



RAIN

RURAL AGRI-INNOVATION NETWORK

AGRICULTURE & FOOD SYMPOSIUM

Bruce Station Hall *in* **Bruce Mines, ON**

Friday, February 7th, 2014

MARKETING & INNOVATION FOR LOCAL FOOD PRODUCERS

Bryan Gilvesy of Y U Ranch in Tillsonburg, ON will discuss:

-Y U Ranch's business model, marketing, and distribution strategies for selling regionally, including their Premier Award for their hybrid gas/electric freezer delivery mini-van known as the "Farmer's Market Express"

Saturday, February 8th, 2014

NORTHERN HARDY FRUIT PRODUCTION

Dr. Bob Bors from the University of Saskatchewan will discuss:

- Research at the University's Fruit Program, including techniques for growing fruit in northern climates
- Boreal Berry Farm & Winery (Sudbury, ON) will discuss their experience growing and processing haskap berries
- Ron Lewis (Sudbury, ON) will discuss his experience growing and selling fruit trees in Climate Zone 3
- Dale Jackson (St. Joseph Island) will discuss his experience with orchard maintenance

Bruce Station Hall: 109 Station Rd., Bruce Mines, ON

Friday, February 7th, 2014 | Evening Session & Presentation

5:00PM Registration | 5:30PM Introductions | 6:00PM Dinner | 7:00PM - 9:00PM Presentation & Discussion

Saturday, February 8th, 2014 | Full-Day Session with Light Breakfast & Lunch

9:00AM Registration & Breakfast | 9:30AM - 12:00PM Presentations | 12:00PM Lunch | 1:00- 4:30PM Presentations

FRIDAY \$15.00

SATURDAY \$25.00

BOTH \$35.00

For more information or to purchase tickets, please contact Erin Heeney, RAIN Local Food Researcher at: **705.942.7927 Ext. 3065**, or eheeney@ssmic.com.

The Rural Agri-Innovation Network (RAIN) is a project of the Sault Ste. Marie Innovation Centre (SSMIC) and NORDIK Institute, with collaboration and support from local associations, producers, municipalities, businesses, and funding organizations.

