

Growing News

Cultivating More Ways to Profit in Agriculture

Eureka! Now what?

Find out how *Growing Forward* can help you turn business dreams into revenue streams.

You've come up with a brilliant idea to add value to your farm business. A new market. New products. New skills to help you thrive.

Where to from here?

One of your first stops should be your nearest Manitoba Agriculture, Food and Rural Initiatives (MAFRI) Growing Opportunities (GO) Office. Your GO Team will explain how *Growing Forward* programs can help your ideas fly.

Have you developed a business plan? Do you need a feasibility study? It may be wise to consult with specialists as you decide whether to pursue your business idea. The *Agri-Advisor* program can help with legal and business planning costs for eligible agriproduction and processing businesses. By looking before you leap, you can increase your chances of success.

Developing a new product? Many costs may arise as you make your product market-ready. *Growing Forward* can provide funding and technical support for everything from commercializing and testing your home recipe to developing labelling. Ask about assistance through the *Manitoba Agri-Innovation Suite* and the *Agri-Food Research and Development Initiative*.

Expanding your business or market? You may want to gather market intelligence. Or perhaps you need a new website and promotional materials. As you attract new customers, you may need new distribution channels. *Agri-Advisor* can help with the professional fees for these and many other challenges facing a growing enterprise.

Interested in gaining new skills? *Agri-Excellence* may be right for you. It pays for education and training that helps you better manage your agricultural business. Consider this program if you want to improve accounting practices, complete your agricultural education or develop new skills that can increase your profit potential.

Planning a group learning experience? Be sure to ask about the *Agri-Extension Business* program. It can assist with the cost of expert speakers or events that help your group build a better understanding of business management practices. Assistance may also be available through *Growing Forward's* environment and innovation programs.

These are just a few of the ways *Growing Forward* can help you turn "eureka" into "you really did it!"

GREAT IDEAS TAKING ROOT

Some of the new business directions Manitobans are pursuing with help from *Growing Forward*:

- Live cattle sales to overseas markets
- Grain marketing
- Futures and options trading
- Welding courses
- Trucking
- Organic farming
- Shifting from PMU to sheep farming
- Holistic management
- New grazing practices
- Online marketing
- Improved bookkeeping
- Succession planning

Growing Forward's business development programs are available to farmers, farm organizations and agriproduct processors already doing business in Manitoba. Eligibility criteria apply.

Find out more at your nearest MAFRI GO Office, or visit manitoba.ca/agriculture.

Aussi disponible en français à manitoba.ca/agriculture/growingforward.