

News Release

Learn how to build your agricultural export markets

Export development workshops being hosted this fall for farmers and agribusiness

For immediate release

Guelph ON, October 1, 2012 – Farmers can learn more about international export at a series of workshops being hosted this fall by the Agricultural Management Institute (AMI). The “Agriculture Going Global” sessions are designed to help participants make important exporting decisions, avoid common pitfalls and increase their understanding of international trade and foreign markets.

“Canada is a global agricultural exporter and there are international opportunities available to farmers,” says Ryan Koeslag, Executive Director of AMI. “We hosted a conference on international opportunities for Ontario farmers this past winter and as a result of that, we noticed a real need in the sector for more information on export development.”

The workshops will cover topics like assessing international market opportunities, issues related to marketing agricultural products internationally, managing flow of goods efficiently and key elements of trade finance such as export costing, payment methods and risk insurance.

Sessions will be held at the University of Guelph on December 11 (University Centre room 103) and December 18 (Rozanski Hall room 105) from 9 a.m. to 4 p.m. Costs range from \$70 for one day and \$120 for both days. An early bird rate of \$100 for both days is available for participants who register before November 15. Space is limited to 40 participants per session on a first come, first served basis. To register, please visit www.takeanewapproach.ca/events or call AMI at 519-822-6618.

“These workshops are part of AMI’s ongoing commitment to provide Ontario farmers with a range of business management tools to meet the needs of their farm businesses,” adds Koeslag.

The Agricultural Management Institute promotes new ways of thinking about farm business management and aims to increase awareness, understanding and adoption of beneficial business management practices by Ontario farmers. AMI is part of the Best Practices Suite of programs for Growing Forward, a federal-provincial-territorial initiative.

-30-

For more information:

Jason Istead, AMI Project Coordinator

519-822-6618 or jason@takeanewapproach.ca

