



Beyond the Market

Beyond the Market: The Farm
Knowledge Network

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Background



- The **Beyond the Market** program was established in 2011
- Created in response to a demand for economic diversification in rural communities and renewed interest in local food systems
- Guided by OBAC's agriculture strategy



Project Goals



- Increase the number of **new farmers** across the region
- Increase the **viability and capacity** of existing farms
- Improve the **succession** of longstanding farms to the next generation
- Establish **sound agri-business management practices** that will result in **job creation**

Activities



- Provide training and professional development
- Develop a central information network
- Develop a model of financial self-sufficiency

Partners





Community Futures Fraser Fort George
is the hosting organization:

In-kind Provisions

- Office space
- Accounting

Complementary Services

- Business financing and support
- Community Based Initiatives

Project Activities



Farm Client Coaching Sessions

- One-on-one business coaching
- Responding to enquiries for information

Project Activities



Regional Agriculture Advisory Services and Advocacy

- Providing information to researchers, other agencies (government and NGOs)
- Proposal for Provincial Agricultural Extension Services

Project Activities



Networking and Outreach Events

- Minimum 1 per year in each community
- Fall Fairs, Agricultural Forums

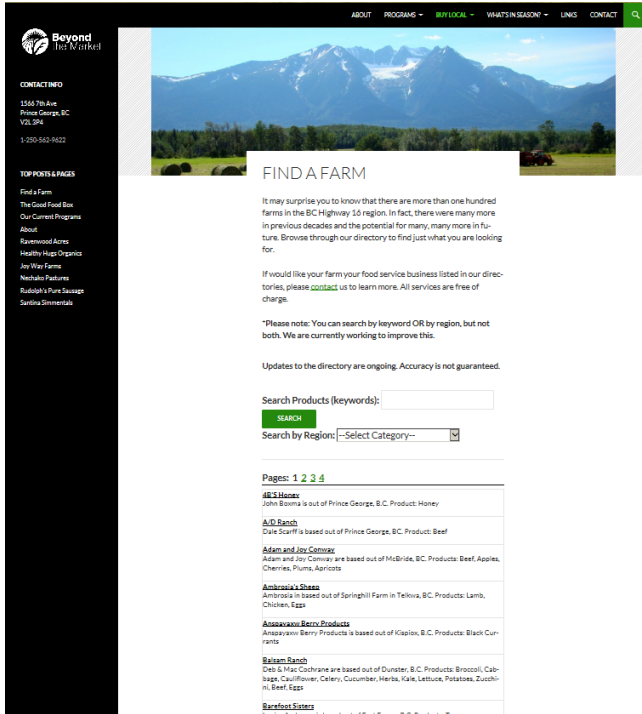
Project Activities



Training Events

- 2 workshops per community, per year
- Topics include Business Planning, Land Leasing, Organic Certification, Succession Planning, Soil Testing, etc.

Project Activities



Website

www.beyondthemarket.ca

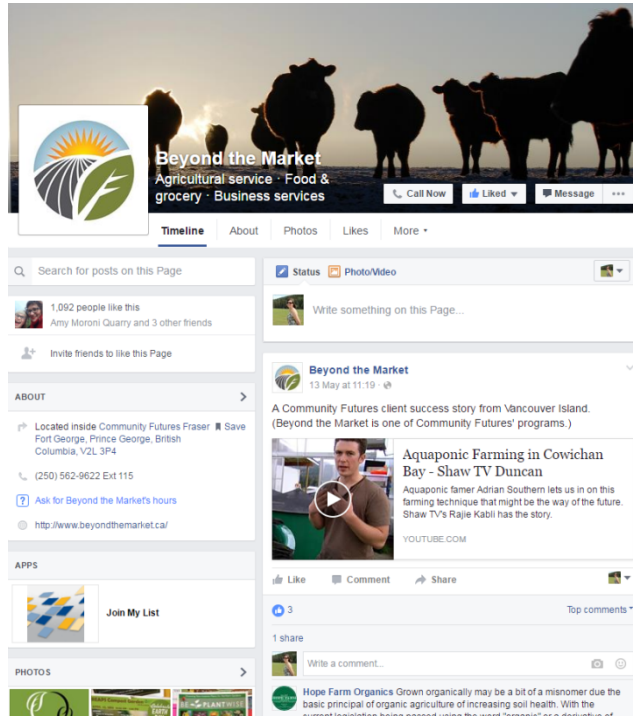
- All information from 2010-2016 archived on website
- Blog

Local Farm Directory

- Directory of over 100 local farms



Project Activities



Newsletter and Facebook Page

- Follow us on Facebook!
- Sign up for our newsletter!



Thank you for your support!



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