

# MACKENZIE COUNTY ORGANIC SUCCESS PROGRAM

## WHY?

Organic Alberta is committed to building a resilient organic industry in the province. Given the tremendous growth in number of organic producers in the region as well as their high-quality production, Mackenzie County is a particular area of focus for Organic Alberta. In 2018, organic operations in Mackenzie County grew from 180 to 272, accounting for over 40% of total organic operations in the province.

Organic Alberta is implementing the Mackenzie County Organic Success Program, a provincially funded project that builds off the success and relationships formed through the Mackenzie County Organic Success Program (2018-2020), which worked to support agricultural and agri-food entrepreneurs in the region to diversify into organic production.

Organic producers understand that crop diversification provides agronomic benefits, reduces production risks, and provides resiliency in the organic system. However, introducing new crops and growing practices presents significant challenges when it comes to marketing, production, financial management, and long-term planning.

## ABOUT THE PROGRAM

The goal of the Mackenzie County Organic Success Program is to provide supports for success in crop diversification. These supports include knowledge transfer tailored to the farming community in Mackenzie County. Field days, workshops, on-farm trials, conferences, and trade shows will provide focused details on new crops, and practical agronomic and marketing information. Bi-weekly grain market information sessions will share timely news with farmers on markets, value-added and farm direct-marketing, and bring new investment opportunities to the region by connecting farmers with buyers and businesses. A farmer scholarship program will support farmer-led learning through tailor-made agronomy and marketing solutions provided by Organic Alberta's network of verified agronomists and agri-coaches. These tailored supports will provide the region with information to integrate into farming and business practices to produce high quality crops while diversifying production and building resiliency into organic systems.

The one-year program, funded by the Government of Alberta will conclude Fall 2022. Mackenzie County has long been a leader in agriculture in Alberta and Canada. Organic farmers and their products are an important element of Mackenzie County's agricultural sector, and crop diversification provides significant opportunities for a successful and resilient organic system. For more information, visit [organicalberta.org/about-us/our-programs/](https://organicalberta.org/about-us/our-programs/).

# SPONSORSHIP OPPORTUNITIES

With over 40% of organic production in Alberta located in the Mackenzie County region, it is imperative to provide extension support for growers in the region to ensure yours and their success. Your sponsorship will support bi-weekly conference calls, farmer scholarships, a spring conference, field days, and workshops.

**Deadline December 15th.** Please contact Iris Vaisman at [iris.vaisman@organicalberta.org](mailto:iris.vaisman@organicalberta.org) or 204-899-6599 for further information or questions.



## BENEFITS of Program Sponsorship

**GOLD**  
\$12,000+

**SILVER**  
\$8,000+

**BRONZE**  
\$4,000+

**SUPPORTER**  
\$1,500+

**FRIEND**  
\$750+

### MONTHLY FARMER CONFERENCE CALLS Starting in November!

Recognition in the 'Big Deal Bulletin'	✓				
Promotion on fact sheet	✓				
Promotion on Organic Alberta social media	x2	x1			
Sponsorship mention by Host	x2	x1			
Marketing and promotional materials	XL Logo	Large Logo	Medium Logo	Small Logo	Listing

### FARMER SCHOLARSHIP

Recognition on Farmer Profile	Logo				
Promotion on Organic Alberta social media	x2	x1			
Marketing and promotional materials	XL Logo	Large Logo	Medium Logo	Small Logo	Listing

### SPRING CONFERENCE in Mackenzie County\*

Speaking opportunity	Short promo	Intro. keynote			
Complimentary trade show booth	x2	x1	x1		
Complimentary delegate registration	x3	x2	x1	x1	
Promotion by conference host	✓	✓	✓	✓	
Ad in conference program	Full Page	Half Page	Quarter Page	Business Card	Listing
Marketing and promotional materials	XL Logo	Large Logo	Medium Logo	Small Logo	Listing

### FIELD DAYS & WORKSHOPS

Speaking opportunity	Short promo	Intro. keynote			
Complimentary trade show booth	x2	x1	x1		
Complimentary delegate registration	x3	x2	x1	x1	
Promotion by conference host	✓	✓	✓	✓	
Marketing and promotional materials	XL Logo	Large Logo	Medium Logo	Small Logo	Listing

\*Subject to change based on government COVID protocols