



## The crop is in the bin... **NOW WHAT?**

### Join MNP for Breakfast and Our Ag Seminar to Learn More

Your farm's future growth and success depends on learning what steps you can take today, to improve your operation tomorrow. Join MNP for an interactive presentation on:

#### Essential Marketing Principles

With change on the horizon, MNP will discuss essential marketing principles that have become increasingly important in today's uncertain crop marketing landscape in both board and non-board markets.

#### Results of the 2009 Crop Farm Study of Investment Levels and Costs of Production

MNP was commissioned by Alberta Agriculture and Rural Development (ARD) to survey the cost of production on large-scale (over 2,000 acres) grain farms in Alberta in 2009. MNP will share some of the highlights from the study, discuss some of the myths about farming including if bigger really is better.

#### MNP PRESENTERS:



**Lee Melvill, P.Ag**  
Farm Marketing Advisor  
MNP



**Mark Wobick, P.Ag**  
Farm Marketing Consultant  
MNP

**Date:** Friday, February 3, 2012  
**Location:** Irvine Complex  
**Breakfast & Registration:** 8:15 a.m. – 9:00 a.m.  
**Presentation:** 9:00 a.m. – 11:30 a.m.

Please RSVP to Ingrid Andres at 403.527.4441 or [ingrid.andres@mnp.ca](mailto:ingrid.andres@mnp.ca) by January 31, 2012.