



SASKATCHEWAN COUNCIL FOR  
COMMUNITY DEVELOPMENT INC.

## NEWS RELEASE

### Agribusiness Student Business and Marketing Plan Program continues to benefit Saskatchewan agri-food sector

Saskatoon (May 28, 2007) – The demand for knowledgeable and creative marketing people in the agriculture and agri-food industry is growing. To meet this need, the Saskatchewan Council for Community Development (SCCD) will continue their partnership with the University of Saskatchewan in providing processors the opportunity to have a professional business and marketing plan crafted by third and fourth-year university students.

The Agribusiness Student Business and Marketing Plan Program allows agriculture and agri-food businesses access to a comprehensive but affordable business or marketing plan prepared by a team of upper year students in the University of Saskatchewan's College of Agriculture and Bioresources. The students work closely with the clients, giving them experience in preparing a business or marketing plan for a real product or service. The students work under the supervision of professors Bill Brown and Tom Allen.

"The agri-food companies who received business and marketing plans from this program were very satisfied with the final product," says Bryan Kosteroski, SCCD Value Chains Specialist. "The students proved they were capable of developing a plan that can be used now or enhanced at a later date."

In the 2006-07 school year, 19 organizations received business plans, while 18 organizations received marketing plans through this program. The program will expand this year, with 15 business plans and 15 marketing plans produced in each of the next three school terms. Participating organizations will pay \$250 of the \$500 cost of the program, with \$250 subsidized by SCCD through funding from the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS). Funding for the ACAAFS program is provided by Agriculture and Agri-Food Canada.

A new partnership between the Agribusiness Student Business and Marketing Plan Program and the Agri-Value Marketing Internship program funded by Saskatchewan Agriculture and Food (SAF) will provide a valuable link between graduates of the program and agribusinesses looking for marketing assistance. Saskatchewan Trade and Export Partnership (STEP), who is administering this program on behalf of SAF, will keep a database of names and contact information on University of Saskatchewan graduates who have participated in the Business and Marketing Plan Program, which agribusinesses will be able to access.

"There is a big demand for marketing services in the agri-food industry," says Kosteroski. "This demand will require the services of more agri-marketers, and students who have participated in the Business and Marketing Plan Program have the experience that many companies are looking for. This alliance with SAF will provide a valuable link between the agri-food industry and the youth of Saskatchewan, building relationships that will be of key importance in the development of the agriculture sector."

Application forms for the Business and Marketing Plan Program will be available on the Value Chains section of the SCCD Website ([www.sccd.sk.ca/valuechains](http://www.sccd.sk.ca/valuechains)). More information is available by calling SCCD at 975-6847, toll free at 1-800-641-8256, or by E-mailing [info@sccd.sk.ca](mailto:info@sccd.sk.ca). Funding is available for agri-food organizations requiring marketing assistance through the SAF funded Agri-Value Marketing Internship Program. For more information on this funding, please go to the STEP website at [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca) or call 1-877-313-7244.

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