



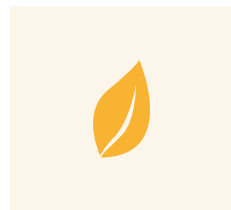
PARTICIPATING IN OPEN FARM DAYS

Good Morning Honey

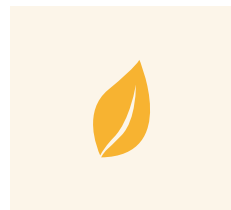
Alberta Open Farm Days

Amber & Richard Ozero

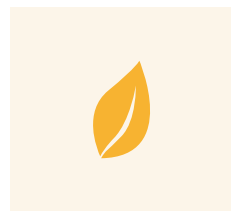
Owners of Good Morning Honey



Beekeepers



Business owners



Proud of Alberta Agriculture





Topics We Will Cover

Our Talk Today

About Us
Why Participate?
Our Experience
Tips for Hosting

Good Morning Honey



We started beekeeping in 2011 with 920 hives throughout Parkland County, just west of Edmonton. We have grown to over 3200 hives.

WE SELL HONEY:

- BULK IN BARRELS
- IN OUR BRANDED RETAIL CONTAINERS
- TO FOOD SERVICE AND RESTAURANTS



OTHER PRODUCTS:

BEE POLLEN, BEESWAX
AND HONEYCOMB IN
RETAIL AND BULK SALES



MORE THAN
JUST HONEY



WHERE WE SELL OUR PRODUCTS:

- RETAIL STORES
- FARMERS' MARKETS
- FARM GATE SALES
- DELIVERIES
- WEBSITE
- BULK SALES TO PACKERS AND HONEY BROKERS



WHY PARTICIPATE IN OPEN FARM DAYS?



- **BUSINESS EXPOSURE**
OPEN FARM DAYS IS A GREAT WAY TO PROMOTE YOUR PRODUCTS
- **EDUCATION**
OFFERS AN OPPORTUNITY TO INFORM THE PUBLIC ABOUT AGRICULTURE IN ALBERTA
- **CUSTOMER TRUST**
CONSUMERS WANT TO KNOW WHERE THEIR FOOD COMES FROM AND ABOUT THE PEOPLE WHO PRODUCE IT.

OUR EXPERIENCE PARTICIPATING IN OPEN FARM DAYS





**YEAR 1
700 VISITORS
OVER TWO DAYS**

**YEAR 2
920 VISITORS
OVER TWO DAYS**



ACTIVITIES

WAGON RIDES &
LIVE HIVE VISIT









HONEY EXTRACTION TOUR & TASTING





HONEY SMORES
SELF GUIDED GAMES
MUSIC
MARKET TENT
BBQ





**BEESWAX CANDLE &
BEESWAX FOOD WRAP
MAKING STATIONS**



TIPS FOR HOSTING OPEN FARM DAYS





Make it an Experience!

Have activities for people to do!

Educate

Highlight what you do
and who you are.
People are interested!



Plan

Prepare ahead of time,
think about parking,
registration, payment
options, first aid, safety,
weather, bathrooms...
try to think of
everything!



Have Help!

Gather your employees, friends, family, neighbours, call in favours!





Have things to Purchase!

People want to support their farmers!

- Charge fees for experiences
- Have your products for sale
- Have other payment options such as etransfer or square

Good Morning Honey
@albertahoney

Good Morning Honey produces pure, raw Alberta honey, bee pollen and bees wax. All of our hives are located in Parkland County. Instagram: albertahoneybee

Stony Plain, Al

albertahoneybee
Good Morning Honey

238 Following 2

Tweets Twee

albertahoneybee 2

We met so many great people this weekend! 919 people to be exact!!!! Thank you to everyone who visited us and to our amazing family and friends who helped make Open Farm Days 2019 such a success!

GOOD MORNING HONEY OPEN FARM DAYS

AUGUST 17 & 18 10AM-5PM

HONEY EXTRACTION TOUR, HONEY TASTING, WAGON RIDES, LIVE HIVE VISITS, BEESWAX CANDLE MAKING, BEESWAX FOOD WRAP MAKING, HONEY S'MORE STATION, BBQ, GAMES & MARKET TENT

Good Morning Honey
@GoodMorningHoney

Send Message

Typically replies within a few hours

Publish Photo Promote View As

Promote!

Start promoting early.

- Use Social media!!!
- Cross promote with influencers
- Spread the word (farmers' markets, neighbouring businesses, flyers, website)

Why we do it!

- Promotes Agriculture
- Business / Brand Exposure
- Meet Customers
- Gain New Customers
- Educate Consumers
- Promotes Community
- We love what we do and want to share it!



And...It's Fun!