



Agriculture, Food and Rural Development Explore Direct Conference

Participant comments from Jeff Mowatt's presentation held January 24th & 25th, 2005

"Jeff's session is awesome! I learned so many great things that I can't choose just one!"

Crystal Loewen, Sylvan Lake Farmers' Market, Market Manager

"Listening to Jeff's session has inspired me...watch out customers, I'm here to sell."

Susan Biskup, Arrow Gardens, Owner/Operator

"I loved it! I hope to put all or as many as possible of these strategies into practice."

Nicole Adam, Purple Monkey Bath Company, Owner

"We work a lot of trade shows and I can use this information to create a much more successful experience for us and for the customers."

Raelyn Peterson, AAFRD, Communications & Marketing

"The intangible assets that Jeff revealed will be a break through in the marketing of the trust factor."

Brian Headon Jr, Hedge Haven Farm, VP of Marketing

"I'm going home with stuff I can use."

Jerry Kamphuis, Country Lane Farms, Owner

"I think customer service is the most effective way to change your company's destiny and Jeff gives the tools to do that and more!"

Dare Maurik, Innisfail Co-op, HR/Advertising

"There's no question by putting these ideas into practice that I'll be a better manager."

Anne Lambert, Calgary Farmers' Market, General Manager

"Once I share this with the vendors at our market, I hope to see the vendors have more vitality at our market."

Evelyn Pereira, Prince George Farmers' Market, Red Barn Farm Vendor

"Jeff's session will assist vendors in being better business people."

Deb Claude, Saskatoon Farmer's Market, Manager