



Honeywood Heritage Nurseries



by Don Perrault
Agri-Business Development Specialist
Agri-Business Development Branch

Honeywood Heritage Nurseries in Parkside is a piece of Saskatchewan's horticultural history.

Dr. A.J. (Bert) Porter established the Honeywood Nurseries in the Great Depression years to supplement his teacher's salary. While not a horticulturalist by trade, breeding hybridized ornamental plants and hardy fruit crops earned Dr. Porter praise. His work with lilies provided international recognition and, in 1977, Dr. Porter received an award from the North American Lily Society for outstanding contributions to



the genus *lilium*. Locally, Dr. Porter received an Honorary Doctorate of Law by the University of Saskatchewan in 1983, and was inducted into the Saskatchewan Agriculture Hall of Fame in 1987.

Honeywood Nurseries was in danger of being lost but, in 2001, a local group realized

the heritage value of the site and bought it. Since then, the group has undertaken an extensive community effort to renew the facility. These efforts were recognized last year when the nursery was designated a provincial heritage site. An official unveiling of this designation is planned for July 20, 2008, which coincides with the "Lilies in Bloom" field day.

Saskatchewan Agriculture staff have worked closely with Honeywood Heritage Nurseries to help them develop an active vision and strategic plan. Further to this, the Agri-Business Development Specialist at Prince Albert has helped them access funding programs and connect to other sources of help such as Tourism Saskatchewan.

Honeywood Heritage Nurseries intends to continue improving their facility as finances permit. They hope to eventually turn the nursery into an important tourism destination within the Parkland region.

The nursery is open from May 1 to October 1. Travellers are welcome to drop in. To find Honeywood Heritage Nurseries, travel to Parkside on highway # 40, travel south 6.4 km, then travel 1.6 km west. Look for their large sign at the highway turnoff.

Honeywood Heritage Nurseries has a number of events planned this summer, including:

Date	Event
May 25	Apple Blossom Time
June 21-22	Parkland Artisan Tour
July 18	Canadian Prairie Lily Society Annual Show
July 20	Lilies in Bloom
Sept. 21	A Touch of Autumn

For more information on Honeywood Heritage Nurseries, contact their manager, Judy Harley at (306)747-3307 or e-mail judyharley@sasktel.net. Their website can be accessed at www.honeywood-lilies.ca.

The Ministry of Agriculture has staff available to assist any individual or group with agri-business start up or expansion.

FOR MORE INFORMATION

- Visit the Saskatchewan Agriculture website at www.agriculture.gov.sk.ca for the telephone numbers and email addresses of the Agri-Business Specialists.

MAXIMIZING YOUR NETWORK FOR SUCCESS

by Francine Morley
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Networking is one of the most powerful marketing and sales tools available to businesses of every size. In simple terms, networking is about making connections and building productive relationships. It can lead to referrals, recommendations and opportunities to grow your business. West Meadows Raceway is a Regina-based business that recognizes the benefits of networking and has had some impressive results promoting their business through word of mouth and making connections.

A start up venture, West Meadows Raceway will build a standardbred harness racing, training, and boarding facility just west of Regina. The group, led by Jane Grainger, is finalizing construction details and promoting the project to potential shareholders. In the past few months West Meadows Raceway was featured on provincial radio and television stations, and with TROT magazine, the national publication for Standardbred Canada.

"The interest and support for West Meadows Raceway has been amazing," Grainger said. "By identifying and working closely with partners like the Saskatchewan Standardbred Horsemen's Association and utilizing contacts in the media, we are able to promote our project to Southern Saskatchewan and nationally."

To prepare for the anticipated attention their project would attract, West Meadows Raceways developed a comprehensive website along with a media and investor package that outlined their plans. Grainger and her

team were ready to promote their business and show the benefits of the facility. "Creating excitement and interest about West Meadows Raceway now, will help us to develop new relationships and help to promote harness racing scheduled for 2009," she said.



Networking can be seen as a daunting task but it doesn't have to be. Being prepared will help you make the most effective use of your network. Have a business card ready and be able to articulate clearly what you do and why, for whom, and how your business is special. People like to

do business with those they know and trust, so be sure to refresh your network regularly and get involved in organizations and committees that allow you to demonstrate your expertise and commitment.

If you are looking to understand the networking and path finding process, expand your network or are at a stalemate in another phase of the your business development process, contact your regional Agri-Business Development Specialist to assist you with the networking and path finding process.

FOR MORE INFORMATION

- Contact Francine Morley, Agri-Business Development Specialist at 306-787-8792 or francine.morley@gov.sk.ca or;
- Jane Grainger, West Meadows Raceway at 306-539-2163 or visit www.westmeadowsraceway.com

