

Meet Justin Marcotte, who is no stranger to the Community Futures world. Justin truly exemplifies the spirit of the Community Futures program and is a passionate rural entrepreneur.

His business insight, connections in the region and passion for entrepreneurship has encouraged CF Sunrise to grow its business services, responding to the needs of the business community. Justin states, "I decided to join the board because I enjoyed participating in the business training sessions offered by CF Sunrise, and I love small business. I wanted to represent my local area and also lend my knowledge to the corporation."

Justin's involvement with entrepreneurship and CF Sunrise started at the young age of 10, with the venture "Marcotte Eggs of Excellence". Justin attended a Marketing class offered by CF Sunrise, and never looked back. . . he was hooked and wanted to know everything about running a successful business. "The price I set for those eggs was so high, even for my own grandma! I quickly jumped onto feeding my chickens the golden flax that was grown organically on our family farm, and then marketed these as omega 3 eggs." So it's obvious that marketing class did wonders for Justin's business mindset!

Justin's involvement with CF Sunrise continued into his teen years, when he developed a market garden business and offered his produce at the local farmers market. In 2007, he submitted a business plan for 'Organic Farmer Boy', his own Community Shared Agriculture (CSA) business, to CF Sunrise's award-winning YouthBiz Competition. He won First Place for his efforts, and was featured in the Western Producer: <https://www.producer.com/2007/05/sask-teen-plugs-into-flower-power/> .

His commitment and promotion of the Community Futures has grown from these early influences and successes. Justin has a strong background in the agricultural sector, purchasing his own farm when he was just 18 years old. He is now an active organic farmer and rancher, works as a field adjuster with Saskatchewan Crop Insurance and operates a thriving business that manufactures and wholesales windsocks and windsock frames, targeting the oil & gas and agricultural industries in Saskatchewan and southwest Manitoba. In each of these diverse roles, Justin is always looking for ways to connect entrepreneurs to the Community Futures program. He is an outstanding ambassador, and brings a wealth of knowledge to the Board table. "I enjoy every meeting, although there are some tough decisions to make and difficult topics to discuss, there are always positive and exciting topics and ventures to be a part of. Driving through the communities, seeing businesses that our organization has helped to start, watching them thrive . . . this makes all the volunteering I do worth every minute," Justin comments.

Justin Marcotte truly exemplifies the spirit of the Community Futures program. Thank you Justin for your dedication to the CF Sunrise board!