

The Market Development Team



Freedom To Create. Spirit To Achieve.

The Market Development Team has experience in grocery, retail, food brokerage, and foodservice. Since 2006, we've seen more than 80 new products launched. We solve problems for big-name grocery chains, boutique grocers, restaurants, convenience stores, pizza chains, drug stores and mass merchandisers.

We help get Alberta's food products from idea to market. We're engaged in the business of connecting foodservice operators and retailers with Alberta's food producers and processors.

The Team:

Darcy Peters can help you with: retail channel knowledge, broker relations, market awareness, product placement, merchandising, retail coaching
darcy.peters@gov.ab.ca 780-638-4756

Jim Rose can help you with: new product presentations, understanding how brokers and distributors work, convenience store channels, retail coaching
jim.rose@gov.ab.ca 403-948-8544

Nicole Schroth can help you with: foodservice market connections, go-to-market plans, new product ideas, distribution, foodservice trends
nicole.schroth@gov.ab.ca 780-643-1003

Daylin Breen can help you with: packaging, public relations, consumer insights, marketing tools, brainstorming, and innovation
daylin.breen@gov.ab.ca 780-638-3590

Joan Bates can help you with: Food News, Alberta's Agricultural Processing Industry Directory
joan.bates@gov.ab.ca 403-340-7625



Nicole, Daylin, Joan, Jim, Darcy