

Wanted:

Ranchers / Farmers
Greenhouse Growers
Beekeepers
Micro processors
Meat processors / Butchers

For The: Regional Cuisine Sourcing Directory



Government of Alberta

Alberta Agriculture and Rural Development

Regional cuisine advocates the usage of quality locally grown ingredients, in union with the culture, geography, and history of Alberta. This year round project is a stimulating way to showcase local agriculture products, family owned farms, and value added processing. In doing so it incorporates producers, processors, distributors, restaurants, chefs, media, and most importantly, the consumers.

Regional Cuisine Sourcing Directory - A listing of ingredients & producers for chefs & buyers on a year round basis.

Dine Alberta – Alberta consumers can enjoy special menus and dishes created with regional Alberta ingredients in participating restaurants on a year-round basis. Chefs love it because they can get creative and their customers want to support you.

Consumers enjoy championing 'their' farmers by eating fresh 'local' dishes.

What the chefs want:

- traceability back to a local family farm
- specialty meats, breed, or production practices:
 - *type*: elk, deer, bison, lamb, fowl, farmed-fish, grass-finished cattle, pastured pork, rabbit
 - *variety*: Wagyu, Dexter, Galloway beef, Katahdin lamb, etc
- potatoes, vegetables- (field grown and greenhouse), fruit, herbs, honey, grain, pulse crops
- dairy: cheese, yogurt, or any other value added processing
- *preferred* production practices of free range, organic, on-farm biodiversity, limited or no hormones, GMO free, etc
- processed foods from Alberta producers

The small print:

Value added processing must include a minimum of 70% Alberta produced ingredients. No prices will be listed in the Sourcing Directory as this is arrived at between buyer and seller.

Making Things Happen...What you need to do:

- Get involved
- Fill in the contact sheet attached to this page
- Return the contact sheet to us**

Applications received will **be listed in the**

Searchable on-line directory and hard copy

Producers will receive a marketing checklist to get and list of caterers to arrange for ideas for chatting up your business with buyers

Restaurants & Caterers will use the Sourcing

Directory to build their **Dine Alberta** dishes they serve throughout the year

Producers will receive the list of participating Dine Alberta restaurants and caterers to call to arrange possible purchases

The restaurants identify where their product is sourced from

Build a business relationship to continue supplying the restaurants. Ask that your product/operation be recognized on the menu

Promote the products you have and contact the food service people you would like to sell your products to

Alberta enjoys Dining Alberta. Tell your friends, go to lunch and/or dinner and ask for dishes made from local produce

What we'll do:

1. Put your business and product in the Sourcing Directory.
2. Send the directories to chefs and food service buyers who source local food products
3. Send the restaurant directory to you.
4. Update the internet directory on a regular basis for all to see
5. Dine Alberta will be promoted all year round

Information? Marlene Abrams (780) 968-3519 (for toll free access dial 310-0000) **OR** e-mail marlene.abrams@gov.ab.ca **OR** check out the web site: www.dinealberta.ca

Regional Cuisine Sourcing Directory

Contact Sheet

Dine Alberta
and other great programs

Send to: Marlene
Abrams
FAX :780-963-4709

MAIL any other information to:
Marlene Abrams, Dine Alberta
#106,Prov. Bldg. 4709-44 Ave
Stony Plain, AB, T7Z 1N4

**Government
of Alberta** ■

Request an electronic
version from Marlene:
(780) 968-3519 or
marlene.abrams@gov.ab.ca

Name of business:		Name of best contact for purchasers:	
Mailing Address:			
City/Town	Postal code:	Telephone number:	
Email address:		Fax number:	
Website address:		Legal Land Description:	
Products (name and describe as fully as possible):		Months available: Please say ALL OR name the months OR say "negotiable"	
How will you deliver? Self <input type="checkbox"/> or Contracted with: _____		Comments on delivery:	
Are you currently supplying restaurants with product? Please list establishments and we will contact them as to their interest in participating in <i>Dine Alberta</i> :			
Restaurant Name:		City	Phone Number:
Do you sell to the Public or Commercial sales only?			
Commercial Sales ()		Public Sales ()	
I wish my business to be listed in the directory <input type="checkbox"/> yes <input type="checkbox"/> no I am willing to let media contact me to use my story in publicity releases <input type="checkbox"/> yes or <input type="checkbox"/> no			
Signature: _____		Date: _____	
Please send us product monographs, descriptions or brochures.			