



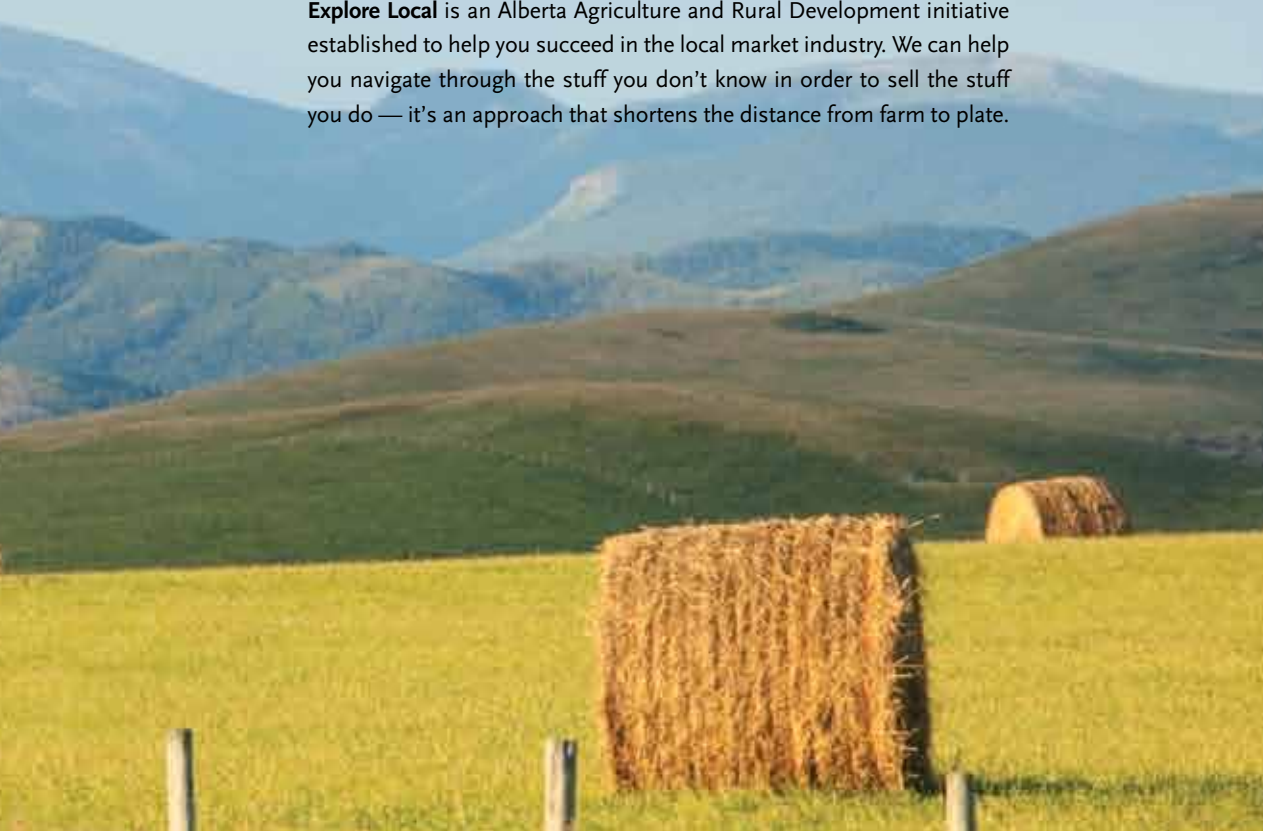
Helping to Grow ALBERTA'S Local Food Market

Local food is growing!

It's a community thing — whether they shop at one of Alberta's awesome farmers' markets or buy directly from their neighbour down the road — when it comes to putting fresh food on the table, the option of choice for today's savvy consumer is to buy locally.

But how do you, a local producer with a great product, connect with new buyers and meet that growing demand? Sometimes, the step from field to shelf can seem a very big one indeed. That's where we come in.

Explore Local is an Alberta Agriculture and Rural Development initiative established to help you succeed in the local market industry. We can help you navigate through the stuff you don't know in order to sell the stuff you do — it's an approach that shortens the distance from farm to plate.



Let us help you succeed!

If you're an Alberta food producer or processor, rancher or farmer, farm direct marketer or ag-tourism operator, chef or grocer, restaurant owner or farmers' market vendor, **Explore Local** can help you make industry connections that will increase your market range and put you in touch with more people who want your product.

Explore Local's key focus is to connect local food professionals with one another in an effort to strengthen and expand Alberta's local food industry. Through our industry-focused events you can meet, and possibly partner with, others in your industry for mutually beneficial results.

We can also keep you current with ever-changing market trends and help you stay focused with informative workshops and mentorships. We'll even teach you how to fine-tune your marketing skills and ultimately improve your bottom line.

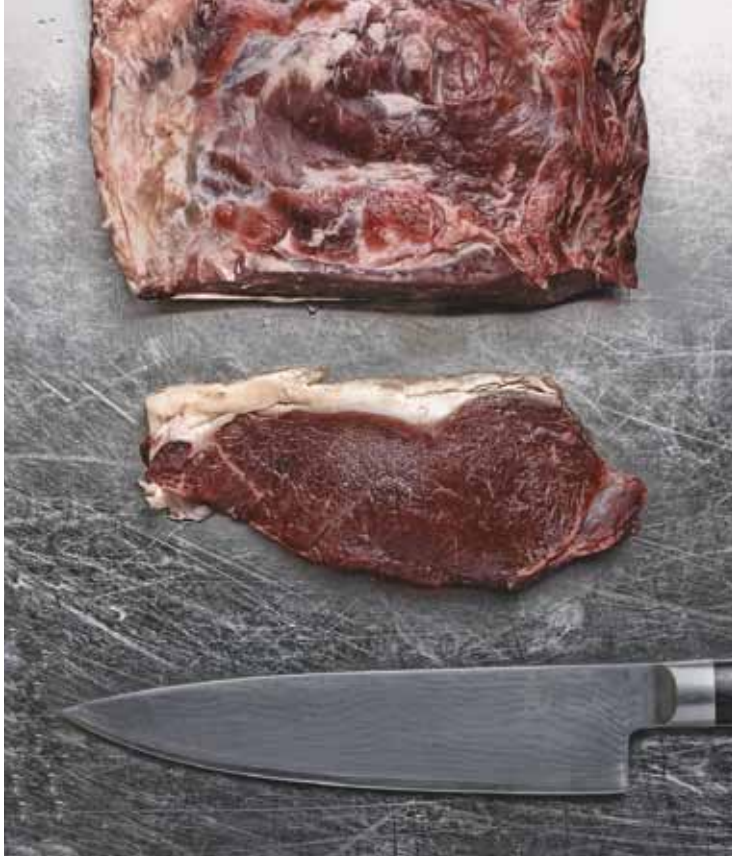
Explore Local shares your vision of a vital and prosperous local food market. We want to help you succeed.

Let's get growing!



For more information about Explore Local and upcoming events visit www.explorelocal.ca







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**Government
of Alberta** ■

Photography

Front page: cows and asparagus: Bluefish Studios.
Chef: iStock. Evie Herbert enjoying Alberta raspberries:
Mary Bailey, thetomato.ca.

Inside spread: James Vriend, Jenny Berkenbosch and son
Silas Vriend on their Alberta farm: Mary Bailey, thetomato.ca.
Succulent beef ready for the barbecue: Bluefish Studios. Fresh
bread from *NAIT Bakes*: NAIT Photography. Eggs: Bossanova
Communications. Cheese: iStock Photography.

Background: Alberta foothills: iStock Photography.