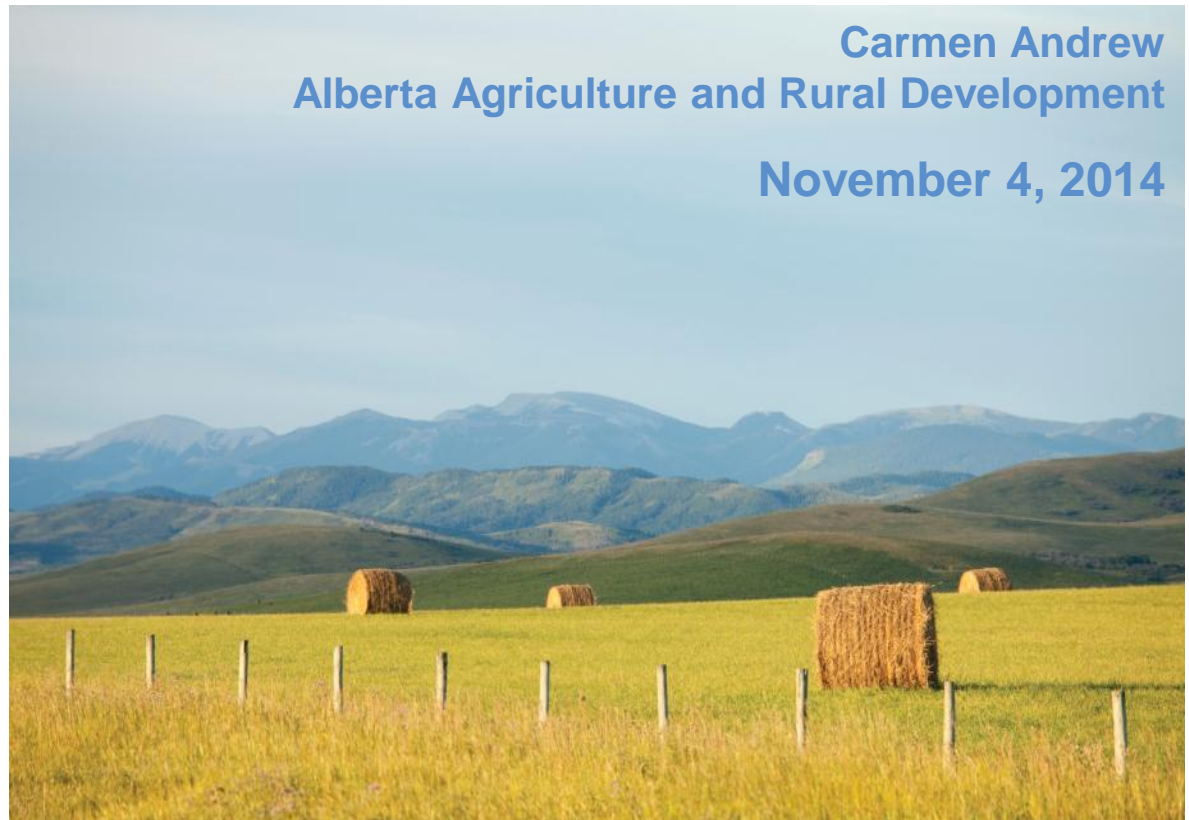




Explore Local Initiative Stakeholder Webinar



Carmen Andrew
Alberta Agriculture and Rural Development

November 4, 2014



What is Explore Local?

The Explore Local Initiative assists **Alberta's producers and processors** to build skills to enhance their business efficiency, profitability and market channel access to meet local market demand.

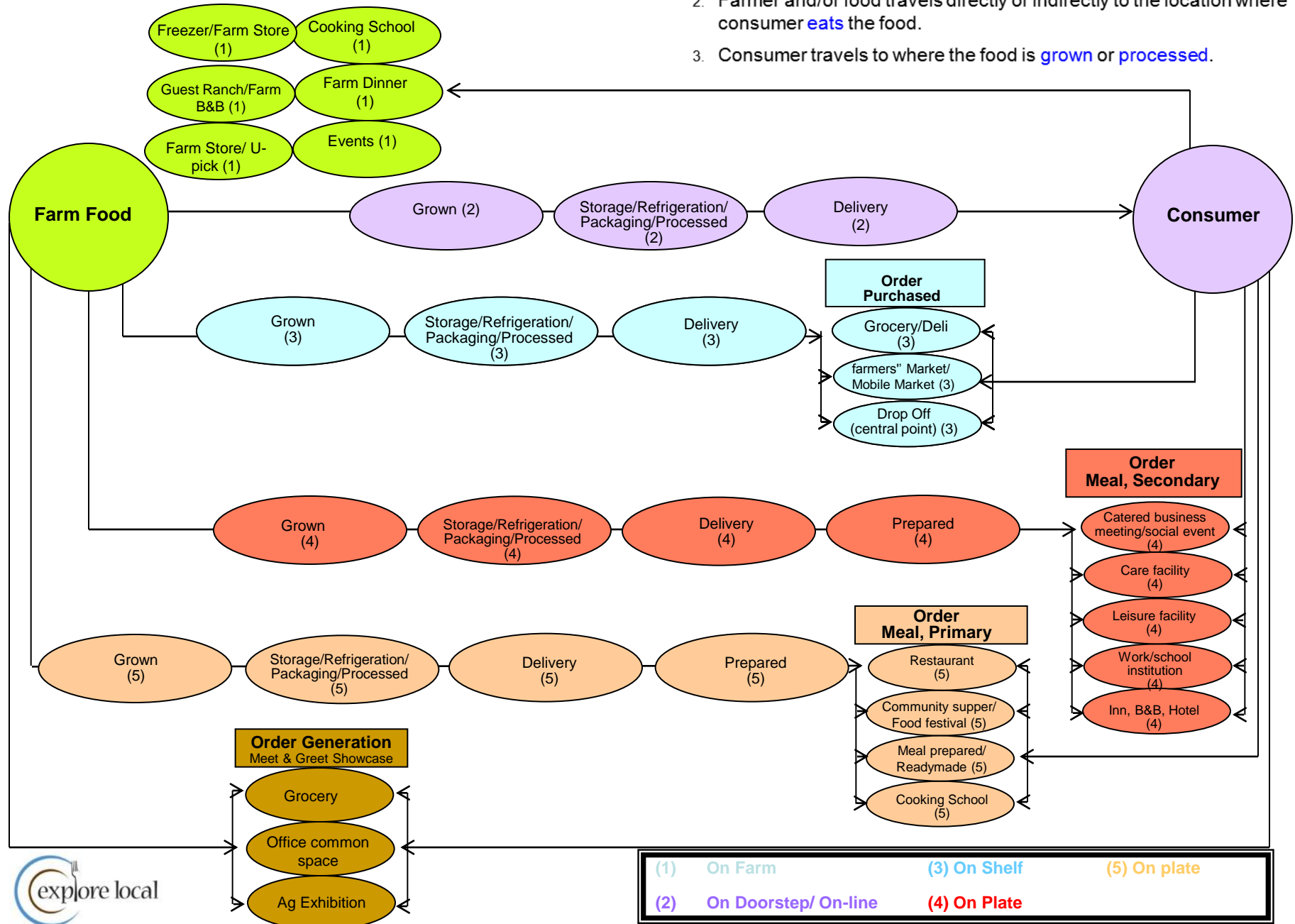


Many of our projects are funded through Growing Forward 2, a federal, provincial, territorial initiative.



Model of Local Food System

1. Farmer and/or food travels directly or indirectly to the location where consumer **purchases** the food.
2. Farmer and/or food travels directly or indirectly to the location where consumer **eats** the food.
3. Consumer travels to where the food is **grown** or **processed**.



1. Farmer and/or food travels directly to where consumer **PURCHASES** food

- Grocery/deli
- Farmers market
- Drop off scheme
- On-line



2. Farmer and/or food travels directly or indirectly to the location where consumer **EATS** the food

- Restaurant
- Food event/festival
- Catered event/institution



3. Consumer travels to where the food is grown or **PROCESSED**

- Farm store/u-pick
- Farm dinner





2012 Alternative Agriculture Markets in Alberta Study

- **Local market channels have continued to grow in value and are a significant source of farm receipts**
- **They rank 4th in value next to the top 3 agriculture commodities of the province.**

\$878 million combined market value for farmers' markets and farm retail

- These market channels were a significant source of farm receipts, growing in value next to the top three commodities of the province.

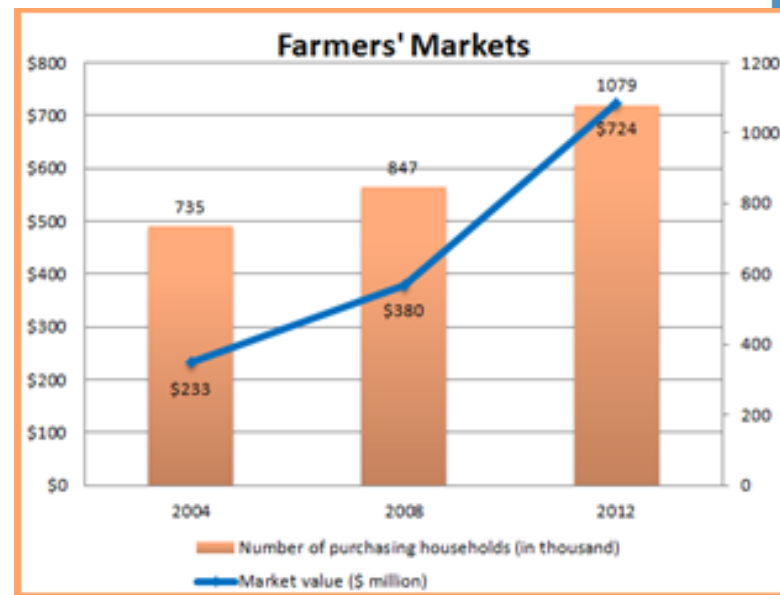
Alberta	Market Receipts* (Millions)	Consumer Expenditure** (Millions)		
		2012	2008	2004
	2012f ¹			
Cattle & Calves	3338			
Canola	3105			
Wheat	1943			
Farmers' Markets and Farm Retail Sales Combined		878	561	424
Dairy Products	521			
Hogs	405			
Poultry	252			
Potatoes	174			

Source: *Agriculture and Agri-Food Canada Farm Income Forecast (2012-13)

**Alternative Agriculture Markets in Alberta 2012

¹2012f= forecast

- Market value for farmers' markets reached **\$724 million** in 2012
- This has tripled since 2004
- Almost **75%** of Alberta households purchased food at a farmers market
- Average per visit spending at farmers' market **increased to \$55**



Consumers spent \$374 million at restaurants serving local food

- Restaurants sourcing Alberta food earn a price premium of **46%**
- Almost **25%** of Alberta households chose restaurants because they use Alberta ingredients

Market value for farm retail in 2012 was \$154 million

- Almost **95%** of total farm retail expenditures were made on food grown or made in Alberta.
- Average per visit spending at farm retail remains steady at **\$115**.
- Only **35%** of the population knew 'a lot' or 'something' about farm retail, making it an unrealized market opportunity.

- Almost **95%** of Alberta households purchased food grown or made in Alberta in the last 12 months; **90%** of those intend to buy the same amount or more local food in the next 12 months.
- The **top 5** influencers driving the decision to purchase food grown or made in Alberta were:
 - 1. Freshness;**
 - 2. Quality;**
 - 3. Taste;**
 - 4. Safety;**
 - 5. Support for AB farm families**

Greater awareness enables market expansion

- Low consumer familiarity with farm retail, CSA/box programs and restaurants serving local food indicate **unrealized market opportunities**.
- **Customer retention** and more frequent visits needed for continued farmers' market growth.
- **New customers** are critical to farm retail growth; considerable opportunity among current customers as well.

- **Unrealized market opportunities**
- **Customer retention**
- **New customers**

➤ **Economic Analysis for CSA Study**

- Provided valuable data for producers interested in increasing their understanding of CSA

➤ **Finance and Community Investment**

- Accessing Money producer survey identified key areas to focus future extension activities

➤ **Local Market Opportunities Assessment**

- Access the demand and supply of local food market channels in a specific geographic area

In the last year, **26** extension events were delivered to **777** producers and industry stakeholder participants

- Workshops
- Webinars
- Resources

Life long learning with Explore Local

Established businesses, recognizing the importance of life long learning, attend diverse Explore Local events.

- About one-third of respondents attended three or more *Explore Local* events in the past three years.
- 73% of Explore Local participants are local market operators who have been in business five years or more. 27% are new operators.



Past Extension Results

77% of respondents invested further in their business

86% reported positive growth in sales

73% saw up to \$20,000 increase in gross sales





Upcoming Workshops

- **Getting into CSA Workshop – Nov 18th, Lacombe**
- **Continuous Improvement Workshop for Direct Market Businesses – Nov 25th, Leduc**
- **Food Safety & You Workshop – Dec 10th, Leduc**
- **On-Farm Retail Tour – Jan 27/15, Central Alberta**
- **Getting into Restaurants Workshop – Nov 18th, Lacombe**





Upcoming Webinars

- **Responsive Web Design – Nov 18th** with Joeyleigh Francis of Third Eye Design
- **NAFDMA – What are the Trends – Dec 2nd** with Elaine Stenbraaten from ARD
- **Owner's & Marketer's Guide to Surviving & Thriving Under Canada's New Anti-spam Legislation – Dec 16th** with Cidnee Stephen of Strategies for Success





➤ **Explore Local Regulatory Factsheets**

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www.explorelocal.ca

- Connect to the information you need!
- Resources and upcoming events

The screenshot shows the Explore Local website. At the top, it says 'Government of Alberta Agriculture and Rural Development' with links for 'Using this Site', 'External Access', and 'Contact Us'. Below this is a banner image with the 'explore local' logo and a group of people. A navigation bar includes links like 'About the Ministry', 'Find Staff', 'Information', 'Decision Making Tools', 'Directories', 'General Store', 'Programs & Services', and 'Maps & Multimedia'. The main content area has a 'Welcome.' section with text about the initiative and a sidebar with links: 'About Us', 'Partners', 'Producers Processors', 'Resources', 'Chefs', 'Consumers', and 'Events'. The footer contains contact information and copyright details.

www.explorelocal.ca

Growing Forward 2 
A federal-provincial-territorial initiative

Alberta 
Government

Canada 



Communications & Industry Awareness

➤ Help us SPREAD the word to other PRODUCERS and STAKEHOLDERS

www.explorelocal.ca

Field Notes

Helping You Succeed • Volume 1 Issue 7 • Spring 2013

The benefits of joining an industry association

Now that you've made the decision to become an independent producer, the next step might be to join an organization that can help you take your business to the next level.

What kind of organization?

It might be as simple as recognizing your existing network of peers and colleagues for the invaluable resource it is, and using their feedback to increase your market presence.

Or, if you decide to join an established industry association, you open yourself up to many more opportunities for growth — both personal and professional — and the more you become involved, the more benefits you can realize.

An important first question is: what benefits does this organization provide to me? A second question might be: what can I contribute to this organization that will, in turn, benefit me?

"It is important that producers find an organization that can provide them with some value, and one that is willing to listen to their suggestions and needs," says Krista Miller of Alberta Farm Fresh Producers Association.

"If you're not sure what the benefits of a membership are, you should ask both the organization, and some farmers who are members of it," Krista continues.

"I decided to join the Alberta Farm Fresh Producers Association because I think that if enough Peace (Country) producers become members we can get a marketing cluster going and attract more customers. I know that cooperating to build a bigger market pie works."

Heather Porritt,
Star Bright Farm, Bay Tree

The basic function of any association is to provide valuable information, appropriate training, and access to materials that are not easily obtained by an independent producer.

Membership in relevant industry or grower organizations can be very

valuable. Carefully consider whether a particular group can offer you services or benefits that you are not able to access or achieve on your own at a comparable cost.

Don't forget, while some organizations are formal, informal co-operatives or partnership groups can also offer benefits to individuals. It is also important to remember that you get out what you put in — be prepared to get involved.

What benefits might an industry association offer to you?

A common voice to government. Government is not able to listen to each and every person that comes to them for support or with concerns, let alone respond to those concerns.

A focused group or unified voice can bring common issues to the attention of government. It can also work with government to create viable and applicable solutions for those issues, or to strategically work to move the industry forward.

An industry group can provide a focal point for government to collect the information that it needs to make informed decisions. In essence, the

Continued on page 2

- **Work with new and existing producers and small processors to help them develop a new business idea or expand their existing business**





What Can We Help With...

- **Determining cost of production**
- **Understanding the marketplace and trends**
- **Defining your customer base and their needs**
- **Creating business, marketing and financial plans**





What Can We Help With...

- **Understanding the regulations**
- **Pricing products for various market channels**
- **Connecting with the right people and needed services**
- **Understanding funding options**
- **Finding resources**





Our Clients Connect via...

- **Phone – 310-FARM (3276)**
- **E-mail**
- **Referrals**
- **Trade shows and workshops**
- **Meet one-on-one**





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