



# FOOD NEWS

November 2017

## Courses and Webinars

To register for these workshops, call the Ag-Info Centre at: 1-800-387-6030.

### Introduction to CanadaGap

November 29, 2017 - Airdrie, AB

December 6, 2017 - Leduc, AB

Are you a fruit or vegetable grower who needs to up their on-farm food safety (OFFS) game? Do you want to sell into retail or foodservice markets but need certification? This one-day workshop will help you better understand why you need some form of on-farm food safety system. The workshop cost is \$30 plus GST. For more information contact [Dustin Morton](#) or 780-679-1314.

### Pricing Principles Workshop

January 18, 2018 - Airdrie, AB

January 30, 2018 - Grande Prairie, AB

Are you planning on selling to retail? Expand your understanding of the cost related to setting a profitable price. Attend this workshop if you are looking to price your products for profit, understand the components of pricing for the retail market, understand the retail buyers' needs. The cost is \$25.

For more information and to register for the below webinars, go to the [Explore Local Events webpage](#).

### Exploring Food Hubs

November 22, 2017

Have you ever wondered what food hubs are all about? We will introduce you to the food hub concept, the benefits provided and how you might start a food hub.

### Selling Online: Carve Out Your Niche, Increase Sales and Gain Loyalty

December 6, 2017

Find out the successes and challenges faced by an Alberta company when selling online. How hard is it to make a website? You will have this question answered and have the opportunity to ask additional questions.

### Bringing Your Story to Life

December 12, 2017

Marketing expert Jonathan Strome will discuss the importance of developing your brand and explore strategies for sharing your story with your customers to build brand loyalty. You will discover the value of using diverse online platforms.

## Events

### Fancy Food Show

January 20-23, 2018 - San Francisco

Are you a specialty food-maker? This is THE show to see global innovations and trends in specialty foods as well as the opportunity to learn from experts on pricing, distribution, future consumer movements and more. For more information, visit the show [website](#) or contact [Lindsay Sutton](#).

### Two Day Educational Mission to the Pacific Northwest

January 29-30, 2018 - Seattle

Alberta Agriculture and Forestry along with the Consulate General of Canada in Seattle and the British Columbia (BC) Ministry of Jobs, Trade and Technology are developing a two-day educational mission for Alberta and BC food companies to learn more about opportunities in Seattle and the Pacific Northwest. This initiative provides an excellent opportunity for Alberta agri-food companies with little to no previous international trade experience to be introduced to exporting and to explore the potential of the Pacific Northwest market firsthand. For more info about the program and potential travel reimbursement, contact [Shelly Nguyen](#).

### Foodex Japan

March 6-9, 2018

Agriculture and Forestry is in the proposal stages for a mission to Foodex Japan, the key exhibition for value-added food and drink in the Japan market. Contact [Katie Meredith](#) to indicate your early interest and receive full details when available.

### Food Hotel Asia 2018

March 6-9, 2018

Agriculture and Forestry is in the proposal stages for a mission to FHA 2018, the most important food and beverage event in the Southeast Asia region. Contact [Albert Eringfeld](#) to indicate your early interest and receive full details when available.

### The Agrifood Products and Services Export Catalogue

Companies are invited to submit applications for the catalogue by completing an application form and supplying a product photo and company logo. Download the [Application form](#).

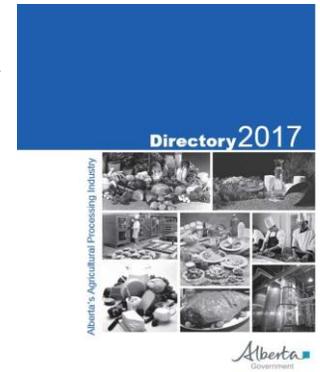
## Alberta's Agricultural Processing Industry Directory

Every year Alberta Agriculture and Forestry updates the Alberta Agricultural Processing Industry Directory. The directory has been developed for use by the business community, government agencies, and other interested parties in Alberta, Canada, and internationally.

We continue to strive to ensure that the information provided is accurate and that the directory only lists active players in Alberta's processing industry.

The directory is posted online at [www.agric.gov.ab.ca](http://www.agric.gov.ab.ca) and is also available there in pdf format for printing. Inclusion in this publication is free of charge.

To ensure your company's entry is current, please go to the online directory, check your company posting, and contact [Joan Bates](#) to confirm.



## Health Canada's Invitation for Stakeholder Feedback on Sodium Reduction

Health Canada invites stakeholders to provide input on their sodium reduction experience in the foodservices sector. The input will be used to develop a sodium reduction strategy specific to this sector in the near future. This call for information is a great opportunity for stakeholders to provide input to help inform these new initiatives as they move forward. To find out more about this call for information on Sodium Reduction, click on the [following link](#). The call for information is open until November 20.

## Canadian Food Inspection Agency

The Canadian Food Inspection Agency (CFIA) is seeking feedback on proposed amendments to the Agriculture and Agri-Food Administrative Monetary Penalties Regulations, which were published in the Canada Gazette, Part I October 21, 2017. The public comment period is open for 60 days ending December 20, 2017. Read more [here](#).

## Alberta Food Processors Association

**Want AFPA to kickstart your business opportunities in China?** Bios should be 800 words or less. Send to [tedf@afpa.com](mailto:tedf@afpa.com). Let AFPA make your bio-writing easier. Visit [China Export](#) to download our bio template.

### **AFPA Webinar – Turn that Frown Upside Down: How to Handle Negative Customers and Build Brand Loyalty** **December 6 – 12 pm - \$40 for members; \$50 for non-members**

Complaints will happen in any business. Most people fear them, but smart businesses view complaints as an opportunity to improve operations, show accountability, and possibly turn angry customers into unofficial company ambassadors. Learn how internal problems often go external, reaching the public and causing real damage; that's when reputational problems occur. Also learn ways to create 'listening posts' to surface problems before they go public or worsen. To register for this interesting webinar go [here](#).

### **Food Safety and Quality Training – 2018 Course schedule now available [here](#)**

- HACCP I AND HACCP II – *February 5-8 - Calgary*
- FSPCA Preventative Controls for Animal Food (PCQI) – *February 21-23 - Edmonton*

### **AFPA Workplace Health and Safety**

Your one stop shop to achieving/maintaining your COR – or your general training needs  
Contact [Ed at AFPA](#).

Connect with Agriculture and Forestry on Social Media:



**Alberta Agriculture and Forestry 310-0000 (AB Toll-Free)**

Crop Extension Section 780-643-6249

Processing Industry & Workforce Development Section 403-340-7625

Local/Domestic Market Expansion Section 780-968-3553

Livestock and Farm Business Section 780-968-6556

Safe Food Section 780-415-4570