



invites you to:



Getting Into Local Foods

This one day workshop is for producers who are new to selling food through farmers' markets or other direct to consumer methods. You will learn about the regulations, available services and market options for selling food direct to consumers.

Content for the Day

Setting the Stage

- Learn about the local food opportunity and the different farm direct marketing channels, their benefits and challenges.

Overview

- Hear about the regulations that apply to your business directly from the agencies responsible for enforcement.
- Meet the Agriculture and Forestry specialists available to assist you as you establish your farm direct food business.

Producer Story

- In Lethbridge and Airdrie, Bonnie Spragg with Spragg's Meat Shop will share their farm story. She'll describe their early marketing efforts through to their decision to learn the meat processing business so they could produce meat products in their own processing facility and sell them from their on-site store in Rosemary, Alberta.
- At our Stettler session, Nicola Irving with Irvings Farm Fresh will share their farm story – from their humble beginnings searching for tasty English-style sausages to their farmers' market and restaurant sales and their newly expanded on-farm processing facility.

For More Information:

Delores Serafin
Alberta Agriculture and Forestry
780-427-4611
delores.serafin@gov.ab.ca

Registration and Information

(There are 3 dates for this workshop)

Date: Tuesday, March 21, 2017

Registration deadline: March 14, 2017

Location: Lethbridge

Boardroom 136, Agriculture Centre
5401 1 Ave S, Lethbridge

Date: Wednesday, March 22, 2017

Registration deadline: March 15, 2017

Location: Airdrie

Theatre Room, Agriculture Centre
97 East Lake Ramp NE, Airdrie

Date: Thursday, March 23, 2017

Registration deadline: March 16, 2017

Location: Stettler

Provincial Building
4705 49 Ave, Stettler

Time: 8 a.m. – 4:30 p.m. (all workshops)

Cost: \$25 includes GST

Lunch and refreshments provided

Payment options: Visa, MC or cheque

**To register call:
1-800-387-6030**